



ANNUAL REPORT 2009 - 2010



EXCLUSIVE BROADCASTER FOR THE 2010 FIFA WORLD CUP





## Contents

|    |   |     |  |
|----|---|-----|--|
| 2  | About SBS   | 71  | Objective 4.2 Strengthen links with communities and other stakeholder groups |
| 4  | Letter to the Minister  | 76  | Objective 4.3 Strengthen local and international partnerships                |
| 6  | Our Services  | 81  | Financial Statements   |
| 8  | Organisational Structure  | 134 | Appendices   |
| 10 | SBS Board of Directors  | 135 | Appendix 1: SBS ONE – Languages  |
| 14 | Our Strategic Priorities  | 136 | Appendix 2: SBS ONE – Cultures   |
|    | <b>Content and Audience</b>   | 137 | Appendix 3: SBS TWO – Languages  |
| 18 | Goal 1: Increase our relevance to all Australians                             | 138 | Appendix 4: SBS TWO – Cultures   |
| 19 | Objective 1.1 Provide a service that is truly unique and relevant             | 139 | Appendix 5: SBS Radio – Languages  |
| 38 | Objective 1.2 Stimulate audience interest in SBS services                     | 140 | Appendix 6: Top 50 television programs                                       |
| 41 | Objective 1.3 Make SBS available to all Australians                           | 141 | Appendix 7: Top 10 websites  |
|    | <b>Resources</b>  | 142 | Appendix 8: Industry and community awards                                    |
| 45 | Goal 2: Grow resources available for content and services                     | 144 | Appendix 9: Radio schedule   |
| 46 | Objective 2.1 Grow government and commercial revenue                          | 147 | Appendix 10: SBS Radio programs  |
| 49 | Objective 2.2 Increase efficiencies in all of SBS's activities                | 152 | Appendix 11: SBS commissions   |
| 51 | Objective 2.3 Allocate and manage resources that support SBS's goals          | 154 | Appendix 12: First run SBS commissioned programs                             |
|    | <b>Organisation</b>   | 154 | Appendix 13: SBS Indigenous commissions                                      |
| 53 | Goal 3: Perform as an agile and creative organisation                         | 154 | Appendix 14: First run SBS Indigenous programs broadcast                     |
| 54 | Objective 3.1 Foster a positive culture                                       | 155 | Appendix 15: Analogue television – areas served                              |
| 57 | Objective 3.2 Be a model for modern public broadcasting                       | 163 | Appendix 16: Digital television – areas served                               |
| 61 | Objective 3.3 Develop high standards in governance and performance management | 167 | Appendix 17: Analogue radio services   |
|    | <b>Relationships and Partnerships</b>   | 169 | Appendix 18: Television advertisers  |
| 69 | Goal 4: Build and maintain valuable relationships and partnerships            | 173 | Appendix 19: Television sponsors and partners                                |
| 70 | Objective 4.1 Raise awareness of SBS within all areas of government           | 176 | Appendix 20: Online advertisers  |
|    |   | 177 | Appendix 21: Radio advertisers   |
|    |   | 179 | Appendix 22: Commonwealth Disability Strategy                                |

## About SBS

SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942. In 1991 the Special Broadcasting Service Act 1991 (SBS Act) came into effect and SBS became a corporation. The Minister responsible is the Minister for Broadband, Communications and the Digital Economy, Senator the Honourable, Stephen Conroy.

## Charter

The Charter of SBS, which sets out our principal function and duties, is contained in the SBS Act.

- (1) The principal function of the SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
- (2) The SBS, in performing its principal function, must:
  - (a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
  - (b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
  - (c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
  - (d) contribute to the retention and continuing development of language and other cultural skills; and
  - (e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and

- (f) make use of Australia's diverse creative resources; and
- (g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
- (h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

A subsidiary function is to carry on, within or outside Australia, any business or other activity incidental to the fulfilment of the Charter.



## Chairman's Letter to the Minister

Senator the Hon, Stephen Conroy  
Minister for Broadband, Communications and  
the Digital Economy  
Deputy Leader of the Government in the Senate  
Parliament House  
CANBERRA ACT 2600

September 2010

Dear Minister,

On behalf of the Board I have pleasure in presenting to you this Annual Report of the Special Broadcasting Service Corporation for the year ending 30 June 2010.

This report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Special Broadcasting Service Act 1991*. In addition, it assesses the Corporation's performance against the goals of the SBS Corporate Plan 2007-2012.

This Annual Report details the important programming, content and services provided by SBS. It reports on SBS's relations with Government, the community and other stakeholders and the way in which SBS manages its human, financial and technical resources.

During the year under review, industry trends that have been developing in recent years accelerated. The introduction of digital multi-channels and the inroads of internet and mobile entertainment and information delivery into the traditional television broadcast model have created real cost, revenue and audience challenges for all broadcasters, and SBS in particular. These issues will have to be addressed by the organisation and by Government if SBS is to continue to fulfil its mandate.

I would like to pay tribute to Carla Zampatti AC, the outgoing Chairman, for her 10 years of leadership of the organisation. To my fellow Directors and the management and staff of SBS, I would also extend my thanks for managing well the progress of the organisation in the face of the global financial crisis and the rapidly changing media landscape.

Yours Sincerely,



Joseph Skrzynski AO  
Chairman



## Our Services



### SBS ONE / SBS TWO / SBS HD

- A unique mix of Australian and international programs.
- Award winning locally produced content that reflects the real, multicultural Australia.
- A trusted source of news and current affairs.
- The home of sports Australians love to watch.
- Watched by around eight million Australians each week.
- SBS's total share of People 16+ was 6.4 per cent in 2009.



### SBS Radio

- The most linguistically diverse radio network in the world, broadcasting in 68 languages on analogue and digital radio.
- Streaming and podcasting online.
- A trusted source of information, in-language.
- Two dedicated digital music channels – SBS Chill and SBS PopAsia

### SBS Online

- The online home of SBS's best content.
- More than one million unique browsers per month.
- Continuing the conversation about the issues that matter with news and current affairs online.
- The most popular football website in the country – [www.sbs.com.au/theworldgame](http://www.sbs.com.au/theworldgame).

### Multilingual Subscriber Television Ltd

MST Ltd runs SBS's subscription television operations. SBS became the sole shareholder of PAN TV, operator of the World Movies Channel, in 2009/10. Following the acquisition, SBS launched a second arts focused subscription channel – STVDIO.

#### STVDIO

- Launched in 2010, STVDIO helps Australians to see art in a whole new light.
- The best arts content, across a range of genres, from across Australia and around the world.



#### World Movies

- SBS's wholly owned world movies channel.
- The World Movies channel is home to the best of international cinema.
- The channel premieres 12 new movies each month.

### Audience

In 2009 SBS Television was watched by around 40 per cent of the population each week, resulting in 6.4 per cent share (6pm-midnight, 16+, five city metro).

### Language and Culture

SBS Television broadcast programs in more than 52 languages on SBS ONE, representing more than 170 cultures from around the world and within Australia. SBS TWO broadcast programs in more than 47 languages, with 115 cultures represented. SBS Television broadcast 1515 hours of subtitled content. SBS Radio broadcast almost 16,000 unique hours of programming across 68 languages.



### Awards

SBS content won three AWGIE Awards, four Directors' Guild Awards, 20 AFI nominations and six wins; and four Logie Awards. On top of that, SBS content received 18 national and international awards across documentary, factual, drama and entertainment programming.



### World Cup

The most comprehensive broadcast in the World – SD, HD and 3D; 11 languages on radio; streamed live online. All games, live and free-to-air on SBS ONE and SBS TWO.

### 3D

At the forefront of 3D broadcasting, SBS broadcast 15 matches from the 2010 FIFA World Cup on a dedicated 3D television channel. SBS also brokered a number of partnerships with cinema chains which showed 3D matches of the World Cup.



### Digital Radio

SBS joined the Australian radio industry for the launch of digital radio in 2009. Digital radio means more Australians can access their favourite language programs on the digital platform. SBS launched two dedicated world music channels on the digital platform in 2010 – SBS PopAsia and SBS Chill.



### Online

In 2009/10 SBS Online regularly recorded more than one million unique browsers each month. SBS Online deepens the offer of the television and radio platforms as well as providing unique and specially commissioned online content.

### STVDIO

#### Launch of STVDIO

In April 2010, SBS launched its second subscription television channel – STVDIO. An arts focused channel, STVDIO lets audiences see art in a whole new light on the Foxtel and Austar platforms.

## Organisational Structure







## SBS Board of Directors

The SBS Board of Directors, consisting of the Managing Director and non-executive Directors, is responsible for deciding the objectives, strategies and policies to be followed by SBS in performing its functions and ensuring that SBS performs in a proper, efficient and economical manner, and with the maximum benefit to the people of Australia.

**The duties of the Board, as set out in the SBS Act, are to:**

- maintain the independence and integrity of SBS;
- develop and publicise SBS's programming policies;
- ensure, by means of SBS's programming policies, that the gathering and presentation by SBS of news and information is accurate and is balanced over time and across the schedule of programs broadcast;
- ensure that SBS does not contravene: this Act or any other Act; or any directions given to, or requirements made in relation to, SBS under this Act or another Act;
- ensure the efficient and cost effective functioning of SBS;
- ensure that SBS seeks to co-operate closely with the Australian Broadcasting Corporation (ABC) to maximise the efficiency of the publicly funded sectors of Australian broadcasting;
- be aware of, and responsive to, community needs and opinions on matters relevant to the Charter;
- develop and publicise SBS's policies on the handling of complaints;
- ensure that the pursuit by SBS of its subsidiary functions does not detract from SBS fulfilling its Charter responsibilities;
- develop codes of practice relating to: programming matters; and, if SBS has the function of providing a datacasting service, that service; and to notify those codes to the Australian Communications and Media Authority.



Joseph Skrzynski      Carla Zampatti      Gerald Stone      Shaun Brown      Patricia Azarias

## Directors

### **Joseph Skrzynski AO – Chairman (from December 17, 2009)**

Appointed 27 March 2009 for five years, Mr Skrzynski was appointed Chairman on 17 December 2009. He has made a significant contribution to the community, arts and the media since 1969. He has previously chaired the Broadcast Council; The Australian Film and Television and Radio School; and Sydney Opera House Trust and on the Major Organisations Fund of the Australia Council (1995-2000) and is currently a member of the Board of the United States Studies Centre at the University of Sydney. He has extensive experience in managing private and public companies and strong expertise in financial matters, including his position as Founding Partner, CHAMP Private Equity.

### **Carla Zampatti AC – Chairman (until December 17, 2009)**

Appointed 17 December 1999 for five years and reappointed for a further five years in December 2004. Ms Zampatti is Executive Chairman of the Carla Zampatti Group. She is also a Trustee of the Sydney Theatre Company Foundation Trust; European Australian Business Council 2009; and a Member of the Board of the Australian Multicultural Foundation. Ms Zampatti was appointed a Companion of the Order of Australia in June 2009 for her service to the Australian community.

### **Gerald Stone – Non-executive Director and Deputy Chairman**

Appointed 1 December 2000 for five years and re-appointed for a further five years on 15 December 2005. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former Editor-in-Chief of *The Bulletin* magazine and was founding Executive Producer of *60 Minutes* on the Nine Network. His published works include *War Without Honour*, *Compulsive Viewing*, *Singo*, *1932*, *Who Killed Channel 9?* and *Beautiful Bodies*. Born in the USA, Mr Stone migrated to Australia in 1962.

### **Shaun Brown – Managing Director**

Mr Brown joined SBS as its Head of Television in January 2003. He was appointed Managing Director in February 2006. Mr Brown has had a long career in public broadcasting as a reporter, producer and presenter having worked at the ABC, with Television New Zealand (TVNZ) and the BBC where he was a member of the editorial team that launched the current affairs program *Newsnight* in 1979. In 1994, TVNZ appointed him Managing Editor, News and Current Affairs. Mr Brown was made Head of Television One in 1997 and, in 2001, was appointed Head of Television responsible for running both TVNZ channels, a position he held until he joined SBS. Mr Brown was awarded New Zealand's Special Service Medal for his on-the-spot coverage of nuclear testing in the Pacific in the 1970s. Mr Brown is a director of PAN TV, MST Ltd and Freeview.

### **Patricia Azarias – Non-executive Director**

Appointed 14 June 2006 for five years. Ms Azarias is an economist and former Director of the Internal Audit Division of the United Nations, the highest ranking Australian staff member in the UN. Her previous positions include Regional General Manager, Business and Private Banking, National Australia Bank; Director, Infrastructure Funding, NSW Department of Transport (2003); Chief Executive, Ministry of Urban Infrastructure Management and Director, Infrastructure Coordination Unit in the NSW Premier's Department (2002-03); and Director, Public Accounts Committee, Parliament of NSW (1991-2001). She is the Deputy Chair of the Community Relations Commission of NSW, a member of the board of the Australian Reinsurance Pool Corporation and a member of several public sector Audit and Risk Committees.



Elleni Beredet-Samuel Jillian Broadbent

Bob Cronin

Christopher Pearson

Dr Bulent Hass Dellal

#### **Elleni Beredet-Samuel – Non-executive Director**

Appointed 27 March 2009 for five years. Ms Beredet-Samuel is currently the Community Engagement Coordinator with Victoria University, and past Chair of the SBS Community Advisory Committee. These positions build on her previous work as a journalist and a television presenter on Ethiopian Television. She has served on the Australian Social Inclusion Board, the Victorian Multicultural Commission and the Board of Directors of the Royal Women's Hospital and chairs the Community Advisory and Diversity Committee. In 2008 she won Diversity@Work Individual National Champion Award for Diversity and Inclusion.

#### **Jillian Broadbent AO – Non-executive Director**

Appointed 16 May 2002 for four years and reappointed for a further five years on 14 June 2006. Ms Broadbent is a member of the Board of the Reserve Bank of Australia and a Director of Coca-Cola Amatil Ltd and ASX Limited and Chancellor of the University of Wollongong. She is Chairman of the Sydney Theatre Company Foundation and Vice Chairman of the Art Gallery of NSW Foundation. Ms Broadbent has extensive experience in the banking and finance industry and a long term involvement with the arts.

#### **Bob Cronin – Non-executive Director**

Appointed 16 May 2002 for four years and re-appointed for a further four years on 14 June 2006 and a further two years on 14 June 2010. Mr Cronin is Group Editor-in-Chief of West Australian Newspapers. He was previously Editor-in-Chief of West Australian Newspapers (1987-96), Editor of *The Sun* in Melbourne (1985-86), Deputy Editor of *The Courier-Mail* in Brisbane (1984) and Editor of the *Border Mail* in Albury (1974-82). He was a member of the Australian Press Council from 1987-96 and a founding director of Information Radio in Perth in 1991. He is a former Chairman of Oz Concert Inc and a former member of the council of Celebrate WA. In 1998 he was awarded the Ethnic Communities Council award for outstanding contribution to multiculturalism in Western Australia.

#### **Christopher Pearson – Non-executive Director**

Appointed 21 October 2003 for four years and reappointed for a further four years in October 2007. Mr Pearson was founding Editor of the *Adelaide Review* and the *Sydney Review*. He was also the first publisher of the privatised Wakefield Press, when it was sold by the South Australian Government following the Sesqui-Centenary of Settlement. Mr Pearson also worked as an ABC Radio broadcaster and as a weekly columnist in the national press since 1994. He served for two terms as a Director of the Australia Council and is currently serving a third term as a Director of the National Museum of Australia.

#### **Dr Bulent Hass Dellal OAM – Non-executive Director**

Appointed 3 June 2010 for five years, Dr Dellal has been the Executive Director of the Australian Multicultural Foundation since 1989. He is also Chairman of the Centre for Multicultural Youth; Chairman of the National Centre of Excellence for Islamic Studies Consultative Committee (Melbourne University); Member, the Multicultural Arts Advisory Council Victoria; Advisory Board Member on the Global Terrorism Research Centre, School of Political and Social Inquiry, Monash University; and on the Commonwealth Government's Australian Multicultural Advisory Council. Dr Dellal has also served as a Member, Multicultural Advisory Committee of the Family Court of Australia; Board Member, Adult Multicultural Education Services; Co-Chairperson, Police and Community Multicultural Advisory Committee; and Sitting Member, Victoria Police Ethical Standards Consultative Committee. Dr Dellal was awarded the Medal of the Order of Australia in 1997 for service to multicultural organisations, the arts and the community.

## Board meetings and attendance

The Board met ten times during 2009/10.

### Dates and locations

| Date                        | Location       |
|-----------------------------|----------------|
| Friday, 17 July 2009        | Sydney         |
| Friday, 4 September 2009    | Sydney         |
| Thursday, 1 October 2009    | Sydney         |
| Friday, 6 November 2009     | Sydney         |
| Thursday, 26 November 2009  | Teleconference |
| Wednesday, 16 December 2009 | Melbourne      |
| Friday, 12 February 2010    | Sydney         |
| Monday, 15 March 2010       | Sydney         |
| Monday, 10 May 2010         | Melbourne      |
| Thursday, 24 June 2010      | Sydney         |

### Attendance

| Board Member                                | Attended |
|---|----------|
| Carla Zampatti AC – Chairman <sup>1</sup>   | 6        |
| Joseph Skrzynski AO – Chairman <sup>2</sup> | 10       |
| Gerald Stone – Deputy Chairman              | 10       |
| Shaun Brown – Managing Director             | 10       |
| Patricia Azarias                            | 10       |
| Elleni Beredet-Samuel                       | 9        |
| Jillian Broadbent AO                        | 9        |
| Bob Cronin                                  | 10       |
| Christopher Pearson                         | 8        |
| Bulent Hass Della <sup>3</sup>              | 1        |

1 Retired 17 December 2009.

2 In attendance as SBS Chair from 12 February 2010 Board Meeting.

3 In attendance from 24 June 2010 Board Meeting.



## **Our Strategic Priorities**

### **Corporate Plan 2007-2012**

The SBS Board identified the following strategic priorities for the Corporation for the period 2007-2012:

**Goal 1: Increase our relevance to all Australians**

In reflecting Australia's multicultural and diverse society, SBS will provide content and services that deliver its Charter obligations, stimulate interest and are unique, relevant and accessible to all.

**Goal 2: Grow resources available for content and services**

In ensuring that SBS informs, educates and entertains all Australians, SBS will grow its resources by increasing revenue, achieving efficiencies and allocating resources strategically in accordance with its Charter.

**Goal 3: Perform as an agile and creative organisation**

In reflecting the changing nature of society and the wider media environment, SBS will create an organisation with a positive culture that acts as a model for modern public broadcasting and has high standards of internal management.

**Goal 4: Build and maintain valuable relationships and partnerships**

SBS shall strive to build and maintain relationships with key external stakeholders including Government, the community sector, creative industries and business.

This Annual Report reviews our performance against these goals and the Australian Government's Portfolio Budget Statement and Additional Estimates Statement for 2009/10.

## Portfolio Budget and Additional Estimates Statements 2009/10

The Australian Government requires SBS to measure its performance against an agreed outcome.

**Outcome 1:** Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

Total price of the outcome for the year:  
\$ 313.684m.

SBS has five designated programs, objectives and associated performance indicators to assess performance in achieving SBS's outcome.

- **Program 1.1 Television**

*Objective: Delivering multilingual and multicultural television services that reflect Australia's multicultural society.*

Price of output for the year: \$183.066m.

- **Program 1.2 Radio**

*Objective: Delivering multilingual and multicultural radio services that reflect Australia's multicultural society.*

Price of output for the year: \$44.812m.

- **Program 1.3 Analogue Transmission and Distribution**

*Objective: To make SBS analogue television and radio available to all Australians.*

Price of output for the year: \$24.805m.

- **Program 1.4 Digital TV Transmission and Distribution**

*Objective: To make SBS digital television available to all Australians.*

Price of output for the year: \$59.038m.

- **Program 1.5 Digital Radio Transmission and Distribution**

*Objective: To make SBS digital radio available to all Australians.*

Price of output for the year: \$1.963m.

SBS Television and SBS Radio deliverables are: alignment of programs with Australia's multicultural society and perspective; and broadcasting in LOTE (languages other than English). Performance indicators are:

*SBS Television*

- Accessibility of programs to all Australians.
- Population reach (target 96.65 per cent average weekly reach).
- Number of hours of subtitled programs (target 458 hours).

- Number of hours of locally commissioned programs broadcast (target 120 hours).

*SBS Radio*

- Listener and community feedback.
- Audience surveys.
- Percentage of broadcasts in LOTE (target 85 per cent).
- Unique broadcast hours (target 15,912 hours).

SBS's analogue transmission and distribution deliverable is to maintain availability of analogue signal in line with the analogue switch off timetable. Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; aggregate performance measured by availability of analogue signal (target 99.75 per cent); population reach (of remaining analogue service areas) (target 96.90 per cent).

SBS's digital TV transmission and distribution deliverables are: maintaining and improving the availability of SBS's digital transmissions; extending the reach of SBS's digital network. Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; aggregate performance measured by availability of digital television signal (target 99.84 per cent); population reach (target 96.5 per cent).

SBS's digital radio transmission and distribution deliverable is to implement Digital Audio Broadcast of SBS radio services (coverage in five capital cities planned). Performance indicators are: measure of fault free transmission time (by fault management system reported daily and monthly, including but not limited to level of transmitter power); logging and response to viewer calls regarding transmission; percentage of Australian population reached by digital radio (target 55.3 per cent); aggregate performance measured by availability of digital radio signal (target 99 per cent); number of services commenced for digital radio (target 5).



## **Content and Audience**

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## ***Goal 1*** **Increase our relevance to all australians**

**In reflecting Australia's multicultural and diverse society, SBS will provide content and services that deliver its Charter obligations, stimulate interest and are unique, relevant and accessible to all.**

We have set the following objectives and strategies to meet this goal.

| <b>Objectives</b>                                   | <b>Strategies</b>   |
|---|---|
| Provide a service that is truly unique and relevant | Create, commission and purchase programming that explores a diverse range of perspectives.<br>Employ strategies that increase opportunities for audience interaction with SBS.                    |
| Stimulate audience interest in SBS services         | Understand and anticipate audience interest across all SBS services.<br>Communicate SBS's range and depth of services to audiences.<br>Express a powerful, clear, dynamic brand position for SBS. |
| Make SBS available to all Australians               | Devise strategies for multi-platform delivery of SBS services.<br>Maximise the use of content rights when creating commissioning or purchasing programming.                                       |

## Provide a service that is truly unique and relevant

- Create, commission and purchase programming that explores a diverse range of perspectives.
- Employ strategies that increase opportunities for audience interaction with SBS.

### SBS TWO (24 hours) – multilingual programming (broadcast hours)

|             | 2008/09* |      | 2009/10 |      |
|-------------|----------|------|---------|------|
|             | Hrs      | %    | Hrs     | %    |
| LOTE        | 449      | 76%  | 5181    | 70%  |
| English     | 56       | 9%   | 1341    | 18%  |
| No Dialogue | 88       | 15%  | 886     | 12%  |
| Total       | 593      | 100% | 7408    | 100% |

\* SBS TWO was launched on 1 June 2009.

## Performance

### Investment in Australian produced content

In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development.

### Maintain multilingual programming across TV and Radio

#### SBS Television

In 2009/10 SBS maintained its level of multilingual programming on television. SBS ONE broadcast programs in more than 52 languages (one hour or more) representing more than 170 cultures (Appendices 1–2). SBS TWO broadcast programs in more than 47 languages (one hour or more), representing more than 115 cultures (Appendices 3–4).

### SBS ONE (24 hours) – multilingual programming (broadcast hours)

|             | 2008/09 |      | 2009/10 |      |
|-------------|---------|------|---------|------|
|             | Hrs     | %    | Hrs     | %    |
| LOTE*       | 3269    | 47%  | 3666    | 46%  |
| English     | 3395    | 49%  | 3983    | 50%  |
| No Dialogue | 273     | 4%   | 302     | 4%   |
| Total       | 6937    | 100% | 7951    | 100% |

\* Languages other than English

#### SBS Radio

In 2009/10 SBS maintained its level of multilingual programming on radio (Appendix 5). SBS is committed to ensuring its audio and language services meet the needs of Australia's diverse cultural and language communities. Financial constraints and the finite nature of the analogue schedule restrict our ability to make wholesale changes. However, the introduction of digital radio in August 2009 and the increasing popularity of audio services over the internet, give us additional tools to consider how best to meet the current and emerging needs of Australia's culturally and linguistically diverse communities. In February 2010, SBS launched two world music channels on digital radio – SBS PopAsia and SBS Chill.

**SBS Radio (analogue) – multilingual programming (weekly broadcast hours<sup>1</sup>)**

|         | Melbourne |      |         |      | Sydney <sup>2</sup> |      |         |      | National |      |         |      |
|---------|-----------|------|---------|------|---------------------|------|---------|------|----------|------|---------|------|
|         | 2008/09   |      | 2009/10 |      | 2008/09             |      | 2009/10 |      | 2008/09  |      | 2009/10 |      |
|         | Hrs       | %    | Hrs     | %    | Hrs                 | %    | Hrs     | %    | Hrs      | %    | Hrs     | %    |
| LOTE    | 216       | 86%  | 216     | 86%  | 216                 | 86%  | 216     | 86%  | 105      | 87%  | 105     | 87%  |
| English | 34        | 14%  | 34      | 14%  | 34                  | 14%  | 34      | 14%  | 21       | 13%  | 21      | 13%  |
| Total   | 250       | 100% | 250     | 100% | 250                 | 100% | 250     | 100% | 126      | 100% | 126     | 100% |

1 6am-midnight and excluding non-SBS produced programs (overnight schedule); AM and FM networks.

2 Sydney, Canberra and Wollongong services.

**SBS Digital Radio<sup>1</sup> – multilingual programming (weekly broadcast hours<sup>2</sup>)**

|         | SBS Radio 1        |      | SBS Radio 2                    |      | SBS Radio 3        |      | SBS Radio 4                    |      |
|---------|--------------------|------|--------------------------------|------|--------------------|------|--------------------------------|------|
|         | Brisbane<br>Sydney |      | Adelaide<br>Melbourne<br>Perth |      | Brisbane<br>Sydney |      | Adelaide<br>Melbourne<br>Perth |      |
|         | Hrs                | %    | Hrs                            | %    | Hrs                | %    | Hrs                            | %    |
| LOTE    | 216                | 86%  | 216                            | 86%  | 216                | 86%  | 216                            | 86%  |
| English | 34                 | 14%  | 34                             | 14%  | 34                 | 14%  | 34                             | 14%  |
| Total   | 250                | 100% | 250                            | 100% | 250                | 100% | 250                            | 100% |

1 SBS Digital Radio was launched in August 2009. SBS Radio 1 and 2 are simulcasts of SBS's Sydney/Melbourne analogue AM/FM services respectively. SBS Radio 3 and 4 are time-shifted broadcasts (+2 hours) of SBS Radio 1 and 2 respectively (these time-shifted services were discontinued on 11 June 2010). SBS Radio's two digital music channels – SBS PopAsia and SBS Chill – broadcast Asian pop and world music. SBS Radio 6 broadcasts special event radio or otherwise the BBC World Service. In 2009/10 SBS broadcast SBS Eurovision Radio – non-stop Eurovision hits for the period 1 May to 11 June, 2010 – as special event radio.

2 6am-midnight and excluding non-SBS produced programs (overnight schedule).

## **Evaluation of critical and positive feedback**

### **Feedback**

The SBS Audience Relations team continues to be an important source of viewer feedback for the organisation, as well as a means of providing members of the public with current information about SBS programming and product availability. Relevant comments about SBS programming received through our switchboard and via the comments@sbs.com.au email address are distributed to relevant SBS staff and management.

SBS Audience Relations supplies courteous responses to the general comments and informal complaints it receives via email. It also seeks to provide suitable answers to basic programming enquiries received via email or phone – although resource considerations may limit the amount of research it can undertake for individual viewers.

In 2009/10, the SBS Audience Relations team handled on average, 80–100 telephone calls per day, an average of 40–60 email communications per day and an average of 20 written letters per week. The number of enquiries via email and telephone tend to increase significantly during busy periods – especially when SBS is screening its popular sporting events such as the Tour de France or the World Cup, or during one-off specials like the Eurovision Song Contest.

The type of communication received ranges from general queries such as requests for information about SBS programs, schedule information or product details to informal complaints about SBS content or programming. The SBS Audience Relations team handles all general queries and informal complaints. Feedback may also be received as a formal complaint. These are complaints that allege that SBS has breached its Codes of Practice and are processed by the SBS Ombudsman (see p. 62).

As part of the continual development of the SBS Audience Relations function, significant work has been done throughout 2009/10 to create a dynamic and responsive presence on key social media platforms such as Facebook and Twitter. The SBS Six Billion Stories and Counting Facebook page currently has over 5500 fans and the SBS Twitter channel has over 6000 followers. Social media platforms such as these present SBS with a cost effective means of reaching and interacting with large audience numbers.

### **TV viewing and online metrics**

The popularity of our content is a measure of its quality and relevance. SBS monitors television audience viewing figures on a daily basis using

OzTAM, the official source of television audience measurement covering the five city metropolitan areas, and RegTAM, which covers regional areas.

The top 50 programs shown on SBS ONE this year are listed in Appendix 6. Our top ten websites are listed in Appendix 7. Our audience share and reach results are detailed below under 'Stimulate audience interest in SBS services' (p. 38).

### **Industry and community awards**

A list of industry and community awards is set out in Appendix 8. The number and type of awards won by SBS and its journalists and program makers is an important measure of our quality and relevance, especially in respect of our Charter obligations to make use of Australia's diverse creative resources and promoting understanding and acceptance.

## **Programming is considered to be distinct and diverse and news and current affairs is considered to be impartial and independent**

SBS's most recent Newspoll survey was conducted in 2009. The survey showed that the majority of Australians find value in SBS and believe it plays an important role in cultural diversity. The majority of people who responded to the survey and considered themselves users of SBS believe that we provide uniqueness, diversity, innovation, quality and trustworthy news and current affairs.

### **Audience engagement**

SBS Online continued to support opportunities for audiences to engage with SBS content through the addition of the interactivity across all of SBS's websites – Television, Sport, News and Current Affairs and Radio – as set out on pages 28, 33–34 and 37, resulting in significant growth in unique browsers, page impressions and podcasts during the year (see p. 39).

## **How We Have Achieved This Objective**

### **Programming in a range of genres and languages**

SBS broadcasts programs in a range of genres and languages to provide all Australians with a diverse range of perspectives, allowing audiences to identify or engage with different cultures and build on and extend awareness, understanding and acceptance of diversity. SBS Television and SBS Radio are Australia's, if not the world's, most linguistically

diverse media. In-language content is also made available on SBS Online via video streaming, podcasts or audio streams.

In the last 12 months SBS has acquired and broadcast some of the world's best television, including the award-winning Danish drama series, *The Killing*, the German made documentary series, *India Reborn*, and the French WWII series, *Apocalypse*. We have established new relationships with producers and distributors in Asia and have recently acquired a range of factual programming for

SBS TWO from the region. We have also established some new film slots to enable us to broadcast features from Latin America and more content from the Middle East.

We have strengthened our position as a leader in documentary and factual content through our acquisition of high profile, innovative content such as *Inside Natures Giants*, as well as through the broadcast of big brands such as *Heston's Feasts* and *Coast*.

#### Multilingual programming

| SBS Television <sup>1</sup> |            | 2009/10                   | SBS Radio <sup>2</sup> |           |
|-----------------------------|------------|---------------------------|------------------------|-----------|
| SBS ONE                     | SBS TWO    |                           | Analogue               | Digital   |
| 52                          | 47         | Number of languages       | 68                     | 68        |
| 3666 (46%)                  | 5181 (70%) | Programs in LOTE (hrs)    | 537 (86%)              | 864 (86%) |
| 3983 (50%)                  | 1341 (18%) | Programs in English (hrs) | 89 (14%)               | 136 (14%) |
| 302 (4%)                    | 886 (12%)  | No dialogue               | –                      | –         |

1 24 hour schedule.

2 Analogue: Total hours SBS-produced programming (6am-midnight; excluding overnight schedule) across SBS Radio's five analogue networks. Digital: Total hours SBS-produced programming (6am-midnight; excluding overnight schedule) across SBS Radio 1, 2, 3 and 4. SBS Radio 3 and 4 (time-shifted services) were discontinued on 11 June 2010. SBS PopAsia and SBS Chill (music channels) and special event radio (content varies) are not included.

#### SBS Television

SBS Television broadcasts Australian and imported content across a range of genres (pp. 26-27).

SBS Television broadcast programs in more than 52 languages on SBS ONE. This represented over 170 cultures from around the world and within Australia (Appendices 1-2). SBS TWO broadcast programs in more than 47 languages, with 115 cultures represented (Appendices 3-4).

**SBS ONE – 24 hours – broadcast hours (HH:MM) by genre, run and source**

| Genre                      | Local          |               |                |             | Imported       |                |                |             | Total          |             |
|----------------------------|----------------|---------------|----------------|-------------|----------------|----------------|----------------|-------------|----------------|-------------|
|                            | First Run      | Repeat        | Total          | %           | First Run      | Repeat         | Total          | %           | Total          | %           |
| Comedy                     | 4:00           | 8:55          | 12:55          | 0.5%        | 11:10          | 33:33          | 44:43          | 0.8%        | 57:38          | 0.7%        |
| Documentary                | 70:02          | 262:39        | 332:41         | 12.4%       | 305:46         | 332:45         | 638:31         | 12.1%       | 971:12         | 12.2%       |
| Drama                      | 13:00          | 24:00         | 37:00          | 1.4%        | 118:00         | 143:05         | 261:05         | 4.9%        | 298:05         | 3.7%        |
| Entertainment <sup>1</sup> | 137:15         | 153:45        | 291:00         | 10.9%       | 205:33         | 170:24         | 420:57         | 8.0%        | 711:57         | 9.0%        |
| Features                   | 3:45           | 16:40         | 20:25          | 0.8%        | 331:40         | 547:37         | 879:17         | 16.7%       | 899:42         | 11.3%       |
| News / Current Affairs     | 564:59         | 150:00        | 714:59         | 26.7%       | 2836:50        | 0:00           | 2836:50        | 53.8%       | 3551:49        | 44.7%       |
| Short Films / Fillers      | 9:37           | 5:13          | 14:51          | 0.6%        | 45:32          | 22:10          | 67:43          | 1.3%        | 82:35          | 1.0%        |
| Sport <sup>2</sup>         | 904:24         | 72:00         | 976:24         | 36.5%       | 112:25         | 13:30          | 125:55         | 2.4%        | 1102:19        | 13.9%       |
| Other <sup>3</sup>         | 276:09         | 0:00          | 276:09         | 10.3%       | 0:00           | 0:00           | 0:00           | 0.0%        | 276:09         | 3.5%        |
| <b>Total</b>               | <b>1983:11</b> | <b>693:12</b> | <b>2676:24</b> | <b>100%</b> | <b>4011:56</b> | <b>1263:04</b> | <b>5275:01</b> | <b>100%</b> | <b>7951:26</b> | <b>100%</b> |

**SBS ONE – 6pm to midnight – broadcast hours (HH:MM) by genre, run and source**

| Genre                      | Local          |              |                |             | Imported      |               |                |             | Total          |             |
|----------------------------|----------------|--------------|----------------|-------------|---------------|---------------|----------------|-------------|----------------|-------------|
|                            | First Run      | Repeat       | Total          | %           | First Run     | Repeat        | Total          | %           | Total          | %           |
| Comedy                     | 4:00           | 4:25         | 8:25           | 0.7%        | 11:10         | 10:03         | 21:13          | 1.6%        | 29:38          | 1.2%        |
| Documentary                | 64:32          | 25:05        | 89:37          | 7.5%        | 281:45        | 87:50         | 369:35         | 27.2%       | 459:12         | 18.0%       |
| Drama                      | 13:00          | 17:55        | 30:55          | 2.6%        | 118:00        | 87:30         | 205:30         | 15.1%       | 236:25         | 9.2%        |
| Entertainment <sup>1</sup> | 115:45         | 32:16        | 148:01         | 12.4%       | 166:43        | 46:49         | 213:32         | 15.7%       | 361:33         | 14.1%       |
| Features                   | 3:45           | 9:55         | 13:40          | 1.1%        | 300:40        | 226:35        | 527:15         | 38.8%       | 540:55         | 21.2%       |
| News / Current Affairs     | 564:59         | 0:00         | 564:59         | 47.2%       | 0:00          | 0:00          | 0:00           | 0.0%        | 564:59         | 22.1%       |
| Short Films / Fillers      | 6:58           | 1:40         | 8:38           | 0.7%        | 21:46         | 1:32          | 23:19          | 1.7%        | 31:58          | 1.3%        |
| Sport <sup>2</sup>         | 327:24         | 4:21         | 331:45         | 27.7%       | 0:00          | 0:00          | 0:00           | 0.0%        | 331:45         | 13.0%       |
| Other <sup>3</sup>         | 0:00           | 0:00         | 0:00           | 0.0%        | 0:00          | 0:00          | 0:00           | 0.0%        | 0:00           | 0.0%        |
| <b>Total</b>               | <b>1100:23</b> | <b>95:37</b> | <b>1196:00</b> | <b>100%</b> | <b>900:04</b> | <b>460:19</b> | <b>1360:24</b> | <b>100%</b> | <b>2556:25</b> | <b>100%</b> |

1 Entertainment includes entertainment series, arts, and performance and variety.

2 Local sport includes all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (commentary team, analysis, journalists) and the program is tailored for an Australian audience.

3 WeatherWatch & Music (from 5am) and WeatherWatch filler used in the event a program (mainly WorldWatch news bulletins) cannot be broadcast as scheduled. WeatherWatch Overnight not included.

#### SBS TWO – 24 hours – broadcast hours (HH:MM) by genre, run and source

| Genre                      | Local     |        |         |       | Imported  |        |         |       | Total   | %     |
|----------------------------|-----------|--------|---------|-------|-----------|--------|---------|-------|---------|-------|
|                            | First Run | Repeat | Total   | %     | First Run | Repeat | Total   | %     |         |       |
| Documentary                | 26:30     | 0:00   | 26:30   | 1.3%  | 230:55    | 0:00   | 230:55  | 4.3%  | 257:25  | 3.5%  |
| Drama                      | 14:00     | 0:00   | 14:00   | 0.7%  | 176:55    | 0:00   | 176:55  | 3.3%  | 190:55  | 2.6%  |
| Entertainment <sup>1</sup> | 20:50     | 0:00   | 20:50   | 1.1%  | 11:55     | 0:00   | 11:55   | 0.2%  | 32:45   | 0.4%  |
| Features                   | 3:20      | 0:00   | 3:20    | 0.2%  | 768:35    | 298:25 | 1067:00 | 19.7% | 1070:20 | 14.4% |
| News / Current Affairs     | 407:20    | 0:00   | 407:20  | 20.6% | 3911:35   | 0:00   | 3911:35 | 72.1% | 4318:55 | 58.3% |
| Short Films / Fillers      | 8:49      | 0:00   | 8:49    | 0.4%  | 12:55     | 0:00   | 12:55   | 0.2%  | 21:44   | 0.3%  |
| Sport <sup>2</sup>         | 304:34    | 312:00 | 616:34  | 31.1% | 15:00     | 0:00   | 15:00   | 0.3%  | 631:34  | 8.5%  |
| Other <sup>3</sup>         | 884:38    | 0:00   | 884:38  | 44.6% | 0:00      | 0:00   | 0:00    | 0.0%  | 884:38  | 11.9% |
| Total                      | 1670:01   | 312:00 | 1982:01 | 100%  | 5127:50   | 298:25 | 5426:15 | 100%  | 7408:16 | 100%  |

#### SBS TWO – 6pm to midnight – broadcast hours (HH:MM) by genre, run and source

| Genre                      | Local     |        |        |       | Imported  |        |         |       | Total   | %     |
|----------------------------|-----------|--------|--------|-------|-----------|--------|---------|-------|---------|-------|
|                            | First Run | Repeat | Total  | %     | First Run | Repeat | Total   | %     |         |       |
| Documentary                | 26:30     | 0:00   | 26:30  | 3.2%  | 230:55    | 0:00   | 230:55  | 15.3% | 257:25  | 11.0% |
| Drama                      | 14:00     | 0:00   | 14:00  | 1.7%  | 176:55    | 0:00   | 176:55  | 11.7% | 190:55  | 8.1%  |
| Entertainment <sup>1</sup> | 20:50     | 0:00   | 20:50  | 2.5%  | 11:55     | 0:00   | 11:55   | 0.8%  | 32:45   | 1.4%  |
| Features                   | 3:20      | 0:00   | 3:20   | 0.4%  | 768:35    | 298:25 | 1067:00 | 70.8% | 1070:20 | 45.6% |
| News / Current Affairs     | 407:20    | 0:00   | 407:20 | 48.5% | 0:00      | 14:30  | 14:30   | 1.0%  | 421:50  | 18.0% |
| Short Films / Fillers      | 5:14      | 0:00   | 5:14   | 0.6%  | 6:28      | 0:00   | 6:28    | 0.4%  | 11:42   | 0.5%  |
| Sport <sup>2</sup>         | 229:25    | 134:00 | 363:25 | 43.2% | 0:00      | 0:00   | 0:00    | 0.0%  | 363:25  | 15.5% |
| Other <sup>3</sup>         | 0:00      | 0:00   | 0:00   | 0.0%  | 0:00      | 0:00   | 0:00    | 0.0%  | 0:00    | 0.0%  |
| Total                      | 706:39    | 134:00 | 840:39 | 100%  | 1194:48   | 312:55 | 1507:43 | 100%  | 2348:22 | 100%  |

1 Entertainment includes entertainment series, arts, and performance and variety.

2 Local sport includes all sport produced by SBS covering Australian events and international events where a significant proportion of the event is produced by SBS (commentary team, analysis, journalists) and the program is tailored for an Australian audience.

3 WeatherWatch & Music (from 5am) and WeatherWatch filler used in the event a program (mainly WorldWatch news bulletins) cannot be broadcast as scheduled. WeatherWatch Overnight not included.

## SBS Radio

SBS Radio broadcasts 70 programs, consisting of 68 language programs, World View – its multicultural affairs program – and Alchemy – its multicultural youth affairs and music program (Appendix 9 – SBS Radio schedule)

SBS Radio's 68 language programs provide listeners with a wide range of in-language content (Appendix 10). Each program includes local, national and international news and current affairs, information on topics of importance to each community such as health and settlement issues, community information such as news about government services and community events, cultural content such as music, and sport. SBS Radio also broadcasts acquired international programming on its overnight schedule.

On the digital platform, SBS Radio launched three new pilot services. SBS Chill introduces audiences to the genre of modern lounge music from around the world. SBS PopAsia is an eclectic mix of pop music hits from China, Japan and Korea. SBS's dedicated Eurovision radio channel offered a broad selection of hits from 50 years of the Eurovision Song Contest in the lead up to SBS's broadcast of the 2010 Eurovision Song Contest in May.

#### **Subtitling non-English language TV content to make it available to all Australians**

Programs in a language other than English broadcast on SBS ONE and SBS TWO, (other than our WorldWatch schedule of in-language daily news bulletins from broadcasters around the world) are made accessible to all viewers through English language subtitles.

Subtitling non-English language content enables audiences, regardless of their cultural provenance to access programs in-language, while maintaining the cultural integrity of each program. SBS predominantly uses subtitles as they remain faithful to the original dialogue and are mindful of cultural nuances. In some cases we re-version non-English language documentaries through re-narration, making them more accessible to English language audiences and preserving their original format.

SBS broadcast 1515 hours of subtitled programs, of which 95 per cent were subtitled by the SBS Subtitling Unit.

SBS Subtitling also coordinates the provisioning of closed captioning services for the deaf and hearing impaired, and closed captioned 3228 hours of programs during the year, including news and current affairs programs.

#### **Hours subtitled / captioned / renarrated programs broadcast\***

| Service          | Hours       |
|------------------|-------------|
| Subtitled        | 1515        |
| Closed captioned | 3228        |
| Re-narrated      | 96          |
| <b>Total</b>     | <b>4839</b> |

\* Hours for subtitled and renarrated programs are for total program duration. Programs may not necessarily be subtitled or renarrated for their duration (for example where the program is in English and in LOTE).

#### **Languages and dialects subtitled**

|                   |                           |                      |
|-------------------|---------------------------|----------------------|
| Aboriginal        | Gupapuyngu                | Polish               |
| Afar              | Haitian Creole            | Portuguese           |
| Afrikaans         | Hausa                     | Punjabi              |
| Albanian          | Hebrew                    | Quechua              |
| Amharic           | Hindi                     | Romanian             |
| Ancient Greek     | Hmong (Western)           | Russian              |
| Arabic            | Hungarian                 | Saami                |
| Arabic (Algerian) | Icelandic                 | Samoan               |
| Arabic (Moroccan) | Indian                    | Sanskrit             |
| Arabic (Sudanese) | Indonesian                | Scots                |
| Arabic (Tunisian) | Inuktitut (Western)       | Serbian              |
| Arrernte          | Canadian                  | Serbo Croatian       |
| Atikamekw         | Italian                   | Sesotho              |
| Baka              | Japanese                  | S'gaw Karen          |
| Bambara           | Jingpho                   | Slovak               |
| Belarusian        | Khmer                     | Slovene              |
| Bengali           | Kikongo                   | Somali               |
| Bislama           | Kiribati                  | Spanish              |
| Bosnian           | Korean                    | Sudanese             |
| Bulgarian         | Krio                      | Swahili              |
| Bunaba            | Kuikuro                   | Swedish              |
| Burmese           | Kurdish                   | Swiss German         |
| Buryat            | Kyrgyz                    | Tagalog              |
| Cantonese         | Lao                       | Tajiki               |
| Catalan           | Latin                     | Tamil                |
| Chamorro          | Latvian                   | Tetum                |
| Chechen           | Lingala                   | Thai                 |
| Comorian Swahili  | Lithuanian                | Tibetan              |
| Croatian          | Macedonian                | Tigrinya             |
| Czech             | Malay                     | Torres Strait Creole |
| Dagbani           | Malayalam                 | Tsotsitaal           |
| Danish            | Mandaean                  | Turkish              |
| Dari              | Mandarin                  | Uighur               |
| Dharug            | Maori                     | Ukrainian            |
| Dinka             | Marathi                   | Urdu                 |
| Dutch             | Maya                      | Vietnamese           |
| Estonian          | Moldovan                  | Wolof                |
| Farsi             | Mongolian                 | Xhosa                |
| Finnish           | Moore                     | Yiddish              |
| Flemish           | North American Indigenous |                      |
| French            | Norwegian                 |                      |
| French Canadian   | Ojibwa                    |                      |
| Ga                | Palauan                   |                      |
| Gaelic            | Pashto                    |                      |
| German            | Pijin                     |                      |
| Greek             | Pitjantjatjara            |                      |
| Gujarati          |                           |                      |

## Providing a diverse range of perspectives and interacting with audiences

### Programs commissioned for production

SBS is committed to bringing more locally produced, multicultural content to SBS screens. In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development. A full list of titles is included at Appendix 11.

### SBS-commissioned programs broadcast

A total of 564 hours of SBS-commissioned programs were broadcast on SBS ONE in 2009/10, of which 165 hours were broadcast for the first time. First run programs broadcast are detailed in Appendix 12 and comprised 55 hours of documentary, 89 hours of entertainment and 21 hours of drama (including comedy, features, animation and shorts).

### Most popular SBS-commissioned programs

| Program                          | Genre         | Audience (000s) |
|----------------------------------|---------------|-----------------|
| <i>Who Do You Think You Are?</i> | Documentary   | 477             |
| <i>Food Safari (Rpt)</i>         | Entertainment | 456             |
| <i>Food Investigators</i>        | Entertainment | 430             |
| <i>Italian Food Safari</i>       | Entertainment | 410             |
| <i>Gourmet Farmer</i>            | Entertainment | 366             |
| <i>Honeybee Blues</i>            | Documentary   | 347             |
| <i>Costa's Garden</i>            |               |                 |
| <i>Odyssey</i>                   | Entertainment | 339             |
| <i>Luke Nguyen's Vietnam</i>     | Entertainment | 323             |
| <i>Are You My Mother?</i>        | Documentary   | 314             |
| <i>Best Undressed (Rpt)</i>      | Documentary   | 308             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

### Ground-breaking Indigenous content

SBS has a long and proud history of supporting Indigenous content, across all of its platforms. In 2009 SBS signed a three year deal with award-winning Blackfella Films, continuing the partnership that produced the landmark documentary series *First Australians*. The production and development deal will result in a slate of four major drama and documentary projects to be delivered over the next three years.

SBS continued its partnership with Vibe Australia by broadcasting the 2009 Deadly Awards honouring the achievements of Indigenous people in the fields of music, art, sport, entertainment and community. For the first time SBS co-hosted the launch of the Deadly

Awards in a special ceremony held at its Sydney studio's to announce nominees and to kick off the voting for the 15<sup>th</sup> Deadlys.

SBS also considers that part of its role is to foster and promote Indigenous talent in the production sector, ensuring we are supporting the next generation of Indigenous talent. SBS is now in the second year of its Indigenous Mentorship Award which supports the professional development of an emerging Indigenous talent.

SBS staff are also particularly engaged in ensuring SBS is doing all it can to support Reconciliation initiatives. SBS published its second Reconciliation Action Plan (RAP) in June 2010. In the RAP SBS commits to be a leader in the media, entertainment and advertising industries in relation to Reconciliation initiatives. Learn more about SBS and its RAP at page 58.

A list of Indigenous programs commissioned for production in 2009/10 is at Appendix 13 and a list of SBS-commissioned Indigenous programs broadcast (first run) in 2009/10 is at Appendix 14.

### Thought provoking Australian documentaries

#### Most popular SBS-commissioned documentaries

| Program                          | Audience (000s) |
|----------------------------------|-----------------|
| <i>Who Do You Think You Are?</i> | 477             |
| <i>Honeybee Blues</i>            | 347             |
| <i>Are You My Mother?</i>        | 314             |
| <i>Best Undressed (Rpt)</i>      | 308             |
| <i>Law and Disorder</i>          | 305             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

### A variety of perspectives from around the world

#### Most popular international documentaries

| Program                             | Audience (000s) |
|-------------------------------------|-----------------|
| <i>A History of Scotland</i>        | 452             |
| <i>Why Are Thin People Not Fat?</i> | 425             |
| <i>Big Bang in Tunguska</i>         | 390             |
| <i>Thinking XXX (Rpt)</i>           | 369             |
| <i>Voyages of Discovery (Rpt)</i>   | 364             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Australian comedy and drama

### Most popular SBS-commissioned comedy and drama

| Program                       | Audience (000s) |
|-------------------------------|-----------------|
| <i>The Circuit</i>            | 255             |
| <i>East West 101</i>          | 191             |
| <i>Wilfred</i>                | 184             |
| <i>Carla Cametti PD (Rpt)</i> | 140             |
| <i>East West 101(Rpt)</i>     | 125             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Quality international comedy and drama

### Most popular international comedy and drama

| Program                        | Audience (000s) |
|--------------------------------|-----------------|
| <i>Inspector Rex (Rpt)</i>     | 403             |
| <i>Flight of the Conchords</i> | 301             |
| <i>Erotic Tales 2 (Rpt)</i>    | 298             |
| <i>South Park (Rpt)</i>        | 295             |
| <i>Erotic Tales 1 (Rpt)</i>    | 276             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Entertainment

### Most popular entertainment

| Program                                 | Audience (000s) |
|---|-----------------|
| <i>Top Gear</i>                         | 1,000           |
| <i>Top Gear (Rpt)</i>                   | 769             |
| <i>Man vs. Wild</i>                     | 722             |
| <i>Top Gear Winter Olympics Special</i> | 695             |
| <i>Top Gear Polar Special (Rpt)</i>     | 677             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

## Film

Whether it is on our dedicated subscription movie channel, World Movies, or across SBS ONE and SBS TWO; SBS is renowned for being the home of the best international film. SBS complements its on-air film offering with a dedicated online portal for film lovers [www.sbs.com.au/film](http://www.sbs.com.au/film). In 2009/10 SBS broadcast 899 hours of film on SBS ONE and 1070 hours of film on SBS TWO.

## Global Village – Thalassa

Perennial SBS television favourites are *Global Village*, fronted by popular presenter Silvio Rivier, and *Thalassa*. These programs include acquired material that SBS collates, edits and presents for viewers.

*Global Village* takes us to the far corners of the globe where we discover the world really is an amazing place. *Thalassa* (meaning 'sea' in Greek) brings our audience stories of the seas of the world and their effect on people and places.

## News and current affairs – local and international

Our News and Current Affairs (NACA) division produces SBS's daily news service *World News Australia*, the current affairs programs *Dateline*, *Insight* and *Living Black* and news services for SBS Radio and SBS Online. SBS News and Current Affairs also acquires a range of overseas news services for our international television news service *WorldWatch*.

### World News Australia – SBS's world news service

SBS News and Current Affairs produces SBS's daily news service *World News Australia*. *World News Australia* provides up-to-date reports and analysis of the major national and international news stories of the day in Australia's only world news service in its daily hour-long 6:30pm bulletin, and in the half-hour 9:30pm weeknights bulletin on SBS ONE and SBS TWO. *World News Australia* is complemented by *World News Australia Online* and SBS Radio News.

A team of talented journalists and presenters produce and collate SBS's coverage of local and world affairs. Anton Enus and Janice Petersen regularly present the 6:30pm edition of *World News Australia* with Craig Foster and Mike Tomalaris covering sport.

The principal back-up presenters are Neena Mairata and Ricardo Goncalves, who also present the 9:30pm bulletin. Lee Lin Chin presents the weekend edition 6:30pm hour-long bulletin. *World News Australia*'s senior correspondent, Brian Thomson, anchors coverage of major events in the field while SBS's chief political correspondent Karen Middleton covers national issues from Canberra and on the road with Australia's politicians.

A number of international stories were covered throughout the year and SBS sent news crews to meetings of the G20 in Europe and America. SBS was among the first news crews to hit the ground following the Samoa tsunami and the Sumatran earthquake.

*World News Australia* sports reporter Tuipoloa Evan Charlton, a Samoan speaker, helped SBS Radio produce a special program for the Samoan service on the aftermath of the tsunami. Crews also visited Christmas Island to report on the detention centre for asylum seekers and produced a series of reports on the effects of climate change in Papua New Guinea.

Throughout the year crews were also sent to Singapore, New Zealand, Trinidad, Copenhagen, South Africa, Indonesia, the UK, New Caledonia and India. A crew was also present throughout the 2010 FIFA World Cup in South Africa.

#### NACA Online

**World News Australia:** 51 per cent increase to 202,000 monthly visitors

**Dateline:** 300 per cent increase to 38,000 monthly visitors

**Insight:** 47 per cent increase to 43,000 monthly visitors

NACA Online has continued to enjoy strong growth across all of its program properties, led by World News Australia Online (WNA Online) which has increased its monthly audience to more than 200,000 people. Average monthly page views are at 1.1 million.

*Dateline* enjoyed rapid online growth, with monthly audiences tripling thanks to the introduction of a specific online producer for the program, who joined the team in November 2009 to begin running online operations in 2010. Highlights included a live online chat featuring Mark Davis and Wikileaks founder Julian Assange which attracted more than 1500 readers.

*Insight* continues to benefit from strong online integration into its program, using Facebook and Twitter to engage with its television audiences and incorporate their comments into the live program. Other online-specific content is prepared for the *Insight* website each week to provide further reading and depth-of-content to the site.

Social media has become a vital part of NACA Online's overall distribution strategy with increasing interest in the Facebook and Twitter pages of all the websites.

#### NACA Radio

SBS Radio News provides updated hourly breaking radio news bulletins for WNA Online, and news and feature material for SBS Radio's language programs and for SBS Radio Online.

During the year, SBS Radio's twice daily English language World View program was brought into the NACA division, with a sharpened focus on multicultural and Indigenous issues.

In 2009/10 SBS Radio News contributed more than 1400 voiced features and interviews as podcasts to the SBS Radio Online site. The Radio Newsroom augmented SBS's television and online coverage of the FIFA World Cup, with previews and summaries of every match made available for translation by Radio

language groups. The Newsroom also produced a special half-hour program on World View every week day for the full month of the Cup.

SBS's Brisbane correspondent, Stefan Armbruster, won an award at the Queensland Media Awards for Best Radio News Report for "Malu Sara – Coroners Findings". Stefan also produced cross-platform content from trips to remote areas. His Saibai Island trip for the king tides was the first time the event had been covered for radio or television as the tides came in and flooded the village.

#### Dateline – international current affairs

Our multi-award-winning international current affairs program *Dateline* has a brief to provide stories for Australians about life beyond Australia's shores. *Dateline* is presented by George Negus, one of Australia's most respected journalists, and is produced by a team of acclaimed producers and video journalists. *Dateline* reporters are considered pioneers in video journalism, travelling alone on assignment to film and report stories. Using small, lightweight cameras and minimal sound and lighting equipment, our reporters are able to gain unique and independent access to people, places and stories.

*Dateline* has continued to attract critical acclaim in 2009/10, winning a Walkley Award for its report 'City of Widows', filmed on the streets of Baghdad, and winning Young Journalist of the Year Award for the second time for reporter Sophie McNeill's story 'Afghanistan's Shame'.

*Dateline* was also awarded Amnesty International's Human Rights Award for Adrian Brown's report 'Kidnapped' on child trafficking in China, and it won the United Nations Association of Australia Media Peace Award for David O'Shea's story on Bali's mentally ill living in chains.

#### Top rating programs 2009/10

| Program   | Date       | Audience (000s) |
|---|------------|-----------------|
| <i>Obamanation</i> (US); Interview – <i>Jeffrey Bleich</i> (US); <i>Bali's Miracle Worker</i> (Indonesia)           | 14/03/2010 | 231             |
| <i>The Red Tide</i> (Thailand); Interview – <i>Fatima Bhutto</i> (Pakistan); <i>Life on the Rails</i> (Philippines) | 28/03/2010 | 229             |
| <i>Sex in the City</i> (Ukraine); Interview – <i>Yossi Belin</i> (Israel); <i>The Art of Politics</i> (New Zealand) | 21/03/2010 | 224             |
| <i>Hot Property</i> (Israel); A <i>Rats Tale</i> (Mozambique); Interview – <i>Mary Crock</i> (Australia)            | 01/11/2009 | 208             |
| <i>Obama One Year On</i> (US); <i>Kidnapped</i> (China); <i>Lost and Found</i> (France)                             | 08/11/2009 | 207             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

#### Insight – a current affairs forum

*Insight*, SBS's current affairs television forum show, is a leading forum for ideas. Each week, host Jenny Brockie uses her unique skills to guide a lively debate on a single topic. The format is a great leveller, no one has special status. Politicians, business leaders and experts sit alongside community members, swapping stories and arguing about a wide range of topical issues. Each debate continues online.

#### Top rating programs 2009/10

| Program                 | Date       | Audience (000s) |
|-------------------------|------------|-----------------|
| <i>Going Shopping</i>   | 29/09/2009 | 271             |
| <i>Infidelity</i>       | 06/04/2010 | 270             |
| <i>Anxiety</i>          | 11/05/2010 | 247             |
| <i>Coping with Baby</i> | 22/09/2009 | 244             |
| <i>Emergency</i>        | 01/09/2009 | 232             |

Source: OzTAM – 5 City Metro; total individuals incl guests.

#### Indigenous current affairs – *Living Black*

*Living Black* is not just for Indigenous viewers. Its aim is to inform a wider audience about contemporary Indigenous issues, and why they matter to all Australians.

Hosted by Karla Grant, the half-hour show provides timely, intelligent and comprehensive coverage of the issues affecting the Indigenous community and reports on many stories largely ignored by the mainstream media.

During 2009/10, a total of 25 half hour episodes of the program aired on Monday nights at 6pm with repeats on Tuesdays and Fridays at 3:30pm. A total of 15 episodes were presented on location from various places around Australia. Some of these locations included Uluru, Tiwi Islands, Kununurra, Stradbroke Island, Perth, Cooktown, Victoria's Great Ocean Road and Flinders Island. An Anzac Day special was shot on location from the Coloured Diggers March held annually in Redfern.

*Living Black* has embraced social networking sites Facebook and Twitter with the *Living Black* Facebook fan page now having close to 5000 friends. This has proven to be an excellent mechanism for sourcing talent for stories as well ideas and topics for stories. Both Facebook and Twitter are just another way we are endeavouring to promote the program and to reach existing and new audiences.

The program continued to be broadcast across the Asia Pacific region through the Australia Network and to urban, rural and remote communities on the National Indigenous Television Service (NITV).

#### Top rating programs 2009/10

| Program   | Date       | Audience (000s) |
|---|------------|-----------------|
| <i>Gasping for Breath</i> (respiratory diseases in remote communities); <i>Black Force</i> (Australian Defence Force program); <i>Echo Island</i> (music); <i>Aunty Bernice</i> (art); <i>Jamal Idris</i> (rugby league); <i>REA</i> (art). | 28/09/2009 | 45              |
| <i>Living with Lupus</i> (health); <i>A Pressing Issue</i> (problem gambling); <i>School of Thought</i> (education); <i>Songs for Stories</i> (Indigenous Literacy Project); <i>Shellie Morris</i> (music).                                 | 17/05/2010 | 43              |
| <i>Cape Clean-Up</i> (Cape York); <i>Quandamooka Country</i> (Stradbroke Island's ranger program); <i>Sober Reprieve</i> (alcohol and drugs); <i>Mona Mission Battle</i> (land rights)  | 30/11/2009 | 42              |
| <i>Feet First</i> (Futsal); <i>Kakadu Careers</i> (Indigenous employment program); <i>House Hunting</i> (Strategic Housing and Infrastructure Program); <i>Good Quick Tukka</i> (Indigenous skills program); <i>Baby on Board</i> (health). | 24/05/2010 | 41              |
| <i>Anzac Day</i> (Indigenous servicemen and women); <i>Shell of a Time</i> (Esme Timbery – art); <i>Relocation Rules</i> (AFL); <i>Coloured Digger</i> (theatre).   | 26/04/2010 | 39              |

Source: OzTAM – 5 City Metro; total individuals incl guests.

#### WorldWatch – international news bulletins

SBS acquires a range of overseas news services for WorldWatch, a unique international television news service of daily and weekly bulletins from broadcasters around the world in-language. WorldWatch is provided to cater for the needs of individual language and cultural communities within Australia, providing a window into developments in their homelands and views held there in relation to international affairs. This service is unique, as no other broadcaster unites so many news sources. WorldWatch currently broadcasts news bulletins in 25 languages from 26 countries.

The WorldWatch schedule is transmitted on SBS ONE and SBS TWO offering a combined average of twenty

hours of news a day. In early 2010 new services from India in Hindi, Pakistan in Urdu and a daily bulletin in Macedonian from MRT in Skopje, were added to the WorldWatch schedule. SBS also extended the once-a-week services from Croatia, Korea, the Netherlands, Poland, Portugal and Serbia into a daily service.

Occasionally, the WorldWatch operation includes special live news events in original language without subtitles which are of interest to individual communities. This year SBS provided extensive coverage over two mornings of the memorial service in Warsaw for the victims of the plane disaster in Smolensk which killed all 96 people aboard the plane carrying the Polish President, and the funeral service for the President and his wife from Cracow. Coverage of these events was possible due to SBS's links with Polish broadcaster Polsat, provider of the daily news from Poland for WorldWatch

**WorldWatch (SBS ONE) – languages & hours scheduled 2009/10**

| Language             | Hours       | % LOTE      | % Total     |
|----------------------|-------------|-------------|-------------|
| Arabic               | 156         | 6%          | 5%          |
| Cantonese            | 104         | 4%          | 4%          |
| Croatian             | 13          | 1%          | 0%          |
| Dutch                | 26          | 1%          | 1%          |
| French               | 208         | 8%          | 7%          |
| German               | 156         | 6%          | 5%          |
| Greek                | 312         | 13%         | 11%         |
| Hindi                | 78          | 3%          | 3%          |
| Hungarian            | 26          | 1%          | 1%          |
| Indonesian           | 78          | 3%          | 3%          |
| Italian              | 156         | 6%          | 5%          |
| Japanese             | 156         | 6%          | 5%          |
| Korean               | 91          | 4%          | 3%          |
| Maltese              | 26          | 1%          | 1%          |
| Mandarin             | 156         | 6%          | 5%          |
| Polish               | 39          | 2%          | 1%          |
| Portuguese           | 13          | 1%          | 0%          |
| Russian              | 156         | 6%          | 5%          |
| Serbian              | 13          | 1%          | 0%          |
| Spanish (Chile)      | 26          | 1%          | 1%          |
| Spanish (Spain)      | 208         | 8%          | 7%          |
| Tagalog              | 143         | 6%          | 5%          |
| Turkish              | 143         | 6%          | 5%          |
| Urdu                 | 13          | 1%          | 0%          |
| <b>Total LOTE</b>    | <b>2496</b> | <b>100%</b> | <b>86%</b>  |
| English (Germany)    | 130         | –           | 5%          |
| English (US)         | 260         | –           | 9%          |
| <b>Total English</b> | <b>390</b>  | <b>–</b>    | <b>14%</b>  |
| <b>Total</b>         | <b>2886</b> | <b>–</b>    | <b>100%</b> |

**SBS TWO – languages & hours scheduled 2009/10**

| Language          | HH:MM          | % LOTE      |
|-------------------|----------------|-------------|
| Arabic            | 169:00         | 3.8%        |
| Cantonese         | 164:40         | 3.8%        |
| Croatian          | 117:00         | 2.7%        |
| Dutch             | 104:00         | 2.4%        |
| French            | 299:00         | 6.8%        |
| German            | 260:00         | 5.9%        |
| Greek             | 307:40         | 7.0%        |
| Hindi             | 91:00          | 2.1%        |
| Hungarian         | 156:00         | 3.6%        |
| Indonesian        | 169:00         | 3.8%        |
| Italian           | 247:00         | 5.6%        |
| Japanese          | 351:00         | 8.0%        |
| Korean            | 130:00         | 3.0%        |
| Macedonian        | 91:00          | 2.1%        |
| Maltese           | 130:00         | 3.0%        |
| Mandarin          | 247:00         | 5.6%        |
| Polish            | 117:00         | 2.7%        |
| Portuguese        | 91:00          | 2.1%        |
| Russian           | 338:00         | 7.7%        |
| Serbian           | 117:00         | 2.7%        |
| Spanish (Chile)   | 39:00          | 0.9%        |
| Spanish (Spain)   | 329:20         | 7.5%        |
| Tagalog           | 156:00         | 3.6%        |
| Turkish           | 156:00         | 3.6%        |
| Urdu              | 13:00          | 0.3%        |
| <b>Total LOTE</b> | <b>4389:40</b> | <b>100%</b> |

**SBS Radio – 68 language programs**

SBS Radio broadcast 15,964 unique hours of programming during 2009/10.

**Launch of digital radio**

SBS Radio took part in the historic launch of digital radio on August 6, by joining commercial radio services on air in Sydney, Melbourne, Adelaide, Perth and Brisbane. The launch dominated breakfast programs on all radio stations in five capital cities, starting at 6am and finishing at 9am. Six SBS programs aired during this time: all had roaming reporters in Sydney's Martin Place and Melbourne's Federation Square, crossing live to the SBS studios.

The following five channels are available on digital radio in Sydney, Melbourne, Brisbane, Adelaide and Perth.

| Channel     | Program content                         |
|-------------|---|
| SBS 1*      | SBS AM                                  |
| SBS 2*      | SBS FM                                  |
| SBS Chill   | SBS Chill                               |
| SBS PopAsia | SBS PopAsia                             |
| SBS 6       | BBC World Service & special event radio |

\* From 6 August to 11 June SBS also broadcast time-shifted versions of these services (+2 hours).

#### **SBS Radio Online relaunch**

The relaunch of 68 language websites has provided SBS Radio audiences with a vastly improved and user-friendly platform to interact with on-demand language content 24 hours a day.

#### **Exploring multicultural stories**

##### Attacks on Indian students

As attacks on Indian students raised questions about racial and social harmony in Australia, the South Asian language programs obtained previously undisclosed details on the number of deaths of Indian students in Australia through freedom of information laws. The SBS exclusive on these figures was covered across language programs and picked up by domestic and overseas media.

##### Pooran Singh's story

SBS Radio's Punjabi program uncovered a story which created an international media buzz, with wide-ranging coverage on Australian and Indian television and all major papers. This story, broken and led by SBS, revealed a part of Australia's pre-Federation multicultural fabric.

During June, SBS introduced audiences to the story of how a family from regional Australia faithfully preserved the ashes of a cremated Indian hawker, Pooran Singh, over four generations. The story documented their commitment to fulfilling his last wish of having his ashes scattered in the River Ganges.

An SBS exclusive, the story generated immense public interest in India and graced the front page of respected broadsheets and 24-hour news channels. SBS's coverage of the story led to the discovery of Pooran Singh's remaining family in India and the United Kingdom, who together with Indian cricketing great, Kapil Dev, journeyed to regional Victoria to personally transport Pooran's ashes from Warrnambool cemetery to the sacred Ganges.

A story of mutual respect across cultural and historical divides, Radio's coverage of Pooran Singh's final journey sums up the vital role that SBS Radio continues to play in telling distinct Australian stories.

##### Tragedy in the Asia Pacific region

SBS Radio's programming leveraged its unique expertise and extensive network of local correspondents to offer audiences up to the minute coverage following the tragic earthquake in Indonesia, floods in the Philippines and the South Pacific tsunami.

SBS also assisted in a practical way through supporting the fundraising efforts of aid agencies operating in the affected regions through in-language radiothon conducted just days after the tragedies in the Philippines, Indonesia and the South Pacific. The special programming initiatives were cross-divisional efforts and underscore SBS's commitment to our culturally and linguistically diverse communities.

##### Parliament of World Religions

SBS explored the role of religion, ethics and spirituality in modern Australian life during SBS Radio's coverage of the Parliament of World Religions in December. The international conference in Melbourne brought together around 6000 delegates from 80 different countries, representing 220 religions, faiths, sects and sub-sects to talk interfaith dialogue. SBS Radio coverage featured interviews with major figures in faith communities around the world in-language and in English.

##### Copenhagen Summit

SBS's Danish program had in-depth coverage of the UN Climate Conference in Copenhagen with interviews with Danish Australians at the conference and experts from both sides of the climate change debate. Meanwhile, as the Hindi program looked into the impact of climate change on weather patterns in India, the Cantonese program brought the discussion back to the streets of Sydney – gathering young people's views on who is responsible for action on climate change and the average Australian's role in climate change initiatives.

##### Australia Day

Australia Day for SBS is about telling the stories of Australia's diversity. While the Italian and Arabic programs featured interviews with recipients of the Order of Australia from their language communities, the Cantonese program highlighted Australia Day with the very personal story of Alan Wu, the 25 year-old Australia Day Ambassador for Kyneton, Victoria, who related his experiences navigating an Australian and Chinese identity. The Arabic program featured interviews with the authors of a report indicating Australian schools are becoming the home

of widespread racism among young people of all backgrounds.

There were two positive stories from our own ranks with SBS's African broadcaster, Gladys Namokoyi from Alchemy, awarded the 2010 Marrickville Council Young Citizen of the Year Award on Australia Day. Michelle Aleksandrovics, Executive Producer of the Aboriginal program, received a certificate of appreciation from the University of Queensland for her work on the Indigenous Voices project, which is adding a new perspective to the coverage of Indigenous issues through the training of young Australian journalists.

#### Lunar New Year celebrations

SBS Radio's season of outside broadcasts to celebrate the Lunar New Year kicked off to an overwhelming response with huge audiences for the Cantonese, Mandarin and Vietnamese broadcasts from community festivities in greater Sydney and Melbourne. The celebration continued throughout February with SBS Radio's live coverage in Mandarin from the Twilight Parade in Sydney and the Dragon Boat races in Darling Harbour.

#### Polish Tragedy

Journalists with the Polish program were some of the first in the world to learn of the death of the Polish President and 95 other top officials in a plane crash following an alert from the team's correspondent in Warsaw. As the tragedy unfolded, SBS Radio audiences were provided with timely and accurate coverage as news broke in Poland, through close co-operation between the Polish team and the Radio Newsroom. The team's collaboration with other SBS colleagues in Television news and Online ensured that non-Polish speaking audiences were offered a unique SBS insight into this unprecedented tragedy.

#### Refugee Week

In June, SBS Radio partnered with the Refugee Council and SBS Online's Refugee Week 2010 project to acknowledge the contribution of refugees to Australia. Drawing on 25 years of experience telling the human stories behind asylum seekers, Radio journalists provided 11 interviews for the multimedia site.

#### **Covering sport – SBS Sport**

##### **Cricket – The Ashes 2009**

Hosted by former Australian spin bowler, Stuart MacGill and former Test stars Greg Matthews and Damien Martyn – with Rodney Hogg on the ground in the UK – the first Ashes test commenced in July 2009. This was SBS's first ever live HD broadcast. SBS's comprehensive coverage included daily highlights, AM updates and a dedicated Ashes

website with videos, news, and results. In total 6.8 million people tuned into The Ashes coverage in metro areas and 3.1 million people in regional areas. SBS's audience share of people (16+) on Ashes days during prime time was 10.9 per cent, double that of the May–June period which had a share of 5.5 per cent. Online, the dedicated Ashes website recorded a total of 631,000 page impressions and 209,000 video views.

##### **Cricket – One Day Internationals**

In September the One Day International series commenced between England and Australia. The series reached 2.7 million viewers in metro markets.

##### **Cycling – Tour de France**

SBS's 19<sup>th</sup> year of coverage of the Tour de France was broadcast this year in full (all 21 stages) only on SBS TWO and simultaneously live online at [www.sbs.com.au/tdf](http://www.sbs.com.au/tdf). SBS ONE broadcasts were limited to 12 live stages due to schedule clashes with The Ashes. The coverage was hosted on location by Mike Tomalaris with David MacKenzie and John Flynn and expert commentators Phil Liggett and Paul Sherwen. As expected due to The Ashes, our overall television audiences were down on 2008 but the ratings on SBS TWO were very good, recording four times the previous weekly average share. Online the dedicated Tour de France website delivered record results across all metrics. Unique browsers totalled 427,000, up 55 per cent on 2008, and 1.4 million video views.

##### **Cycling – Other Events**

The Tour of Spain ("La Vuelta") road cycle race commenced on August 30 with daily 10 minute updates on SBS ONE and comprehensive video clips on-demand, news, results, exclusive blogs, stage information and route maps available at [www.sbs.com.au/cyclingcentral](http://www.sbs.com.au/cyclingcentral), which was licensed as the official Australian website for the event. Cycling Central traffic increased – page impressions up by 67 per cent, and unique browsers by 36 per cent.

This year's coverage of the Tour Down Under road cycling race featuring Lance Armstrong, included an additional live stage and full replays on SBS TWO. The live stages performed extremely well on SBS ONE, boosting the daytime audience figures significantly. Replays on SBS TWO also performed well, making it often the most watched program each day.

Cycling took centre stage on SBS TWO in May, with our daily highlights coverage of the Giro d'Italia road cycling race. The programs achieved very good audiences weeknights at 8pm, ranking as the most watched programs on SBS TWO each night. For the first time ever we also broadcast live coverage of the Tour of California daily from 7am–9am, under a deal

with ASO, the organisers and owners of the Tour de France. Both of these events also drew an increase in the unique browsers and page impressions for the Cycling Central website which continues to achieve solid growth.

#### Athletics

The IAAF World Athletics Championships included live coverage on SBS ONE (evening finals sessions) overnight and SBS TWO (afternoon session walks and marathons) in primetime, daily highlights and AM updates plus comprehensive video on-demand and news reports available at [www.sbs.com.au/sport](http://www.sbs.com.au/sport). Hosted by David Basheer from our Sydney studio, with location reports and interviews from Emma Simkin on location for Sport and *World News Australia*.

#### Football

The UEFA Champions League season returned and SBS provided live match coverage on SBS ONE featuring a number of European giants including Inter Milan, Barcelona, Lyon, Fiorentina, Dynamo Kiev, Liverpool, Everton and Manchester United. Complementary coverage on SBS TWO has performed well, growing its audience.

#### Dakar Rally

SBS Sport broadcast the Dakar Rally in January, providing consistently good ratings for SBS ONE in the 6pm slot over summer. The dedicated Dakar website helped SBS Online gain a sharp growth in video views during the month of January.

#### FIFA World Cup

SBS's most comprehensive coverage ever of the FIFA World Cup began with live coverage of the Kick-Off Celebration Concert from Soweto on the eve of the event. Featuring several major international performers including Shakira and the Black Eyed Peas, this official event was held as a fundraiser to help support poverty in Africa and all rights fees received were donated to local charities.

The first major broadcast from Cape Town aired at 9pm on June 11 on SBS ONE, hosted by Les Murray with Craig Foster. The program provided a full preview of the tournament with a focus on the Socceroos. The World Cup show thereafter moved to SBS TWO nightly at 7:30pm until June 22 where it regularly achieved very good audiences, averaging around 60,000 people on the digital service.

The beginning of the month-long football competition started with the Opening Ceremony and Opening Match between host South Africa and Mexico held at Soccer City Stadium in Johannesburg. The live coverage of the Opening Ceremony on SBS ONE

commenced at 10pm, and it achieved a huge average audience of 665,000 people and a total reach of 1.4 million individuals. The first match kicked off at midnight and gained an average audience of 554,000 people.

The daily World Cup morning news program started on June 12, hosted by Thai Naeve on SBS ONE. The Sydney-based show performed extremely well, providing full news coverage of the event initially at 7am and later in the tournament (to fit match schedule) at 8:30am.

For the first ten days of the World Cup, three live matches were broadcast daily, the first from 9:30pm, then midnight, then 4:30am respectively. Every night the Cape Town studio provided the presentation of the World Cup Show on SBS TWO and also the 9:30pm matches on SBS ONE, featuring Les Murray, Craig Foster and special guests. Paul Dempsey hosted the second and third matches every evening from the Sydney studios with several expert analysts, on rotation.

The first Socceroos match against Germany commenced at 4:30am and it recorded an average audience of 1.375 million people, with a total reach of 2 million overall.

The second Socceroos group stage match against Ghana kicked off at midnight and achieved an average audience of 1.6 million people and a reach of 2 million individuals – the highest average audience of all the Socceroos games. The match versus Ghana was also ranked 13<sup>th</sup> overall of all free-to-air viewing (5 city metro). The third (and unfortunately last) Socceroos match against Serbia was watched by an average of 1 million people and had a reach of 1.5 million individuals.

On SBS TWO, the schedule provided several repeat broadcasts of every match in regular slots and the audiences were very solid, particularly at the beginning of the event when the majority of matches took place. Online metrics all increased substantially and the cumulative figures easily exceeded SBS's original forecasts. By the end of June 1.4 million unique browsers were recorded (more than double the same period last year), 18.3 million page impressions were generated (up 128 per cent), plus 1.2 million video views were recorded (up 48 per cent). User session durations were also excellent, with the site attracting an average of 10 minutes activity.

Live streaming of the Socceroos games proved very popular. The Socceroos versus Germany match delivered 11,225 streams; versus Ghana delivered 28,361 streams; and versus Serbia delivered 15,419 streams. The Argentina versus Germany match also did well, with 18,062 streams recorded.

The World Game website social media activities were promoted heavily on air and during the event, our followers on Twitter grew from 2000 to 6500 and our Facebook friends reached 27,105.

#### **Radio Sport coverage**

##### **FIFA World Cup coverage**

SBS Radio's coverage of the World Cup encompassed 128 live overnight broadcasts with match commentary in 11 languages, daily updates in all 15 daily language programs, plus features, news and analysis across the remaining 53 languages.

Each match was broadcast on AM in English and on FM in one other language. A record one million people listened to SBS Radio's English language coverage and a further 170,000 listened to match coverage and analysis in-language. In some cases the online platform synchronised coverage – allowing users to watch SBS Television while listening to streamed language commentary from SBS Radio.

In South Africa, SBS Radio's reporter recorded over 200 interviews in 22 languages ranging from players, coaches and fans, to international football glitterati and heroes from World Cups past. In Australia, radio reporters completed over 70 live crosses into programs from the FIFA Fan Fest in Sydney.

New to the coverage in 2010 was the inclusion of interactive elements to the match broadcasts. SMS messages proved popular with late night aficionados who sent the match commentary teams over 1500 multilingual text messages in the form of greetings, match tips and comments.

##### **FIFA U20 and Sydney FC home matches**

Audio and Language Content further played its part in cementing SBS as the home of football in Australia during September 2009 with two unique offerings for football fans. SBS Radio offered exclusive multilingual coverage with in-language reports from the FIFA U20 World Cup in Egypt, the football world championship for players under 20 years of age. The special coverage offered SBS listeners direct contact with international teams and was a regular feature in the Spanish, Italian, Hungarian, Korean, Czech, African, Arabic, German, and English language programs.

SBS Radio launched its coverage of the A-League's 2009 season with the exclusive coverage of Sydney Football Club's home matches during September. The coverage was broadcast on one of SBS Radio's new digital channels – SBS 6 – and was produced in collaboration with the Radio Newsroom and SBS Sports.

### SBS Sport-produced programming

| Sport / Program  | Hours*      |
|--|-------------|
| <b>Cycling</b>   | <b>170½</b> |
| Tour de France 2009 – live stages / highlights / daily updates   | 85          |
| Cycling Australia Events:  |             |
| • National Road Team Series 2009: Tour of Gippsland; Tour of the Murray River; Goulburn to Citi; Grafton to Inverell Cycle Classic; Melbourne to Warrnambool; Tour of Tasmania | 5           |
| • Australian Open Road Championships / Series 2010   | 1           |
| • Australian Mountain Bike Championships / Series 2010   | 1½          |
| • Australian Track Championships 2010  | 1           |
| • Australian BMX Championships 2010  | ½           |
| UCI Events 2009/2010 - highlights  | 15¾         |
| Other international cycling events - highlights  | 12          |
| La Vuelta 2009 – highlights / daily updates  | 6¾          |
| Crocodile Trophy 2009  | ½           |
| Tour of Perth 2009   | 1           |
| Perth International Track Grand Prix 2009  | ½           |
| Tour Down Under 2010 – highlights stages 1-5 / live stage 6  | 13¼         |
| Paris-Roubaix 2010 – live  | 3½          |
| Giro d'Italia 2010 – highlights / daily updates  | 8           |
| Tour of California 2010 - live / highlights  | 15          |
| <b>Football</b>  | <b>78½</b>  |
| The World Game – local and international football news   | 48          |
| Les Murray's Football Feature - overseas football match highlights   | 21          |
| FFA National Futsal Championships 2010 - highlights  | 1           |
| FA Cup (English Football Association) 2010 - semi finals highlights / final live and highlights  | 5           |
| World Cup Qualifiers - live  | 2¼          |
| Outback United - Indigenous football documentary   | 1           |
| <b>Fédération Internationale de Football Association (FIFA) Events</b>   | <b>319¾</b> |
| FIFA U-20s World Cup 2009 – Australian matches / semi-finals / final live and highlights   | 20¼         |
| FIFA U-17s World Cup 2009 – matches / semi finals / final live and highlights  | 13½         |
| FIFA Beach Soccer World Cup 2009 – semi finals / play-off / final highlights   | 2           |
| FIFA World Cup 2010 Draw   | 2½          |
| FIFA World Player Gala 2009 - highlights   | 1           |
| FIFA World Cup 2010 - support programming  | 11½         |
| FIFA World Cup 2010 - matches live / delayed / highlights / review   | 269         |
| <b>Union of European Football Associations (UEFA) Events</b>   | <b>284½</b> |
| UEFA Champions League 2009/2010– matches / highlights/ magazine  | 192¼        |
| UEFA Europa League 2009/2010 – matches / highlights  | 88¾         |
| UEFA Super Cup 2009  | 3½          |
| <b>Motor Sports</b>  | <b>93½</b>  |
| Speedweek 2009/2010  | 84          |
| Dakar Rally 2010 - highlights / preview / review   | 9½          |
| <b>Athletics</b>   | <b>52</b>   |
| IAAF World Athletics Championships 2009  | 52          |
| <b>Cricket</b>   | <b>280</b>  |
| Ashes and One Day Internationals   | 280         |

\* Scheduled first run

## SBS Online

SBS Online partners with SBS Television and Audio and Language Content to expand and deepen the range of content available to SBS's audiences.

### Exclusive Online-commissioned programs

SBS Online commissioned the following exclusive online programs in 2009/10.

- **How Far We've Come**

([www.sbs.com.au/refugees](http://www.sbs.com.au/refugees))

In conjunction with Refugee Week 2010, SBS Online developed an exclusive online program featuring the stories of 10 refugees from 10 different countries. Following extensive research into the SBS archive, SBS Online identified refugees featured in SBS programming over the last 30 years and managed to re-establish contact with these persons to arrange new interviews with them to produce a series of 'Then and Now' portraits.

- **Goa Hippy Tribe**

In conjunction with Screen NSW and the Innovation Fund at Screen Australia, SBS Online commissioned an exclusive online documentary series telling the story of a group of hippies meeting up for the first time in 30 years in Goa, India, through the eyes of a young Australian, Darius Devas, whose parents were part of this unique historical period. Phase one of the project was conducted solely through social media including Facebook and You Tube and was designed to foster the building of a cross-generational community who would submit their own stories and archival materials from the relevant period as part of the documentary making process.

- **From Africa to Australia**

SBS Online has commissioned a series of online exclusive mini-documentaries profiling the diverse stories of African migrants living in Australia which was launched online during the first FIFA World Cup to be held in Africa.

### Creating opportunities for audience interaction

SBS Online plays a critical role in supporting SBS content through the addition of interactivity to engage audiences.

- **Adbc** ([www.sbs.com.au/adbc](http://www.sbs.com.au/adbc))

The SBS Television program was reversioned into an online game that allowed online audiences to participate in an interactive quiz with over one thousand exclusive questions and with a range of different 'gameplay modes' based on the segments of the program.

- **Who Do You Think You Are**

([www.sbs.com.au/whodoyouthinkyouare](http://www.sbs.com.au/whodoyouthinkyouare))

SBS's *Who Do You Think You Are* website contained exclusive video extras to add depth to the journeys of the famous Australians profiled in the television shows. These extras included interviews and additional information about their genealogy journeys.

- **The Nest** (<http://www.sbs.com.au/thenest>)  
Fact sheets designed to assist television audiences explore key thematics of the television series in more depth, such as 'Work/Life Balance', were commissioned exclusively for *The Nest*'s website.

- **East West 101** ([www.sbs.com.au/eastwest101](http://www.sbs.com.au/eastwest101))

A range of exclusive video extras were commissioned to accompany the broadcast of this award-winning television show. These extras were grouped into two categories: 'behind the scenes' extras for audience members interested in the film-making process; and mini-documentaries exploring cultural issues pertinent to the series including racial, gender and religious issues.

- **Costa's Garden Odyssey** ([www.sbs.com.au/costa](http://www.sbs.com.au/costa))

The major component of Costa's online presence was an exclusive 13 part 'mini-documentary series titled 'Backyard Revolution' which provides Australians with information about how to overhaul their gardens to make them environmentally sustainable including approaches to planting and irrigation.

- **Secrets and Lives** ([www.sbs.com.au/secretsandlives](http://www.sbs.com.au/secretsandlives))

A 'mini-portal' was created for SBS Television's new documentary strand 'Secrets and Lives'. The website showcases extra videos and specially created questionnaires exploring the issues canvassed in each series such as alcoholism, mental illness and physical disability. The online additions for 'Disable Bodied Sailors' involved GPS trackers and a live video feed being installed on the boat for its Sydney to Hobart journey. This enabled the online audience to monitor the actual race from their desktops when the boat was in range of mobile networks as well as to submit messages to the crew via Twitter and Facebook.

- **Food programming** ([www.sbs.com.au/food](http://www.sbs.com.au/food))

Successful growth in visitation to and usage of our online Food portal was underpinned by significant cross-platform commissioning across all of the SBS Food programs including *Gourmet Farmer*, *Italian Food Safari*, *Luke Nguyen's Vietnam*, *My Family Feast* and *Tetsuya's Pursuit of Excellence*.

- **Santo, Sam & Ed's Cup Fever**

As part of a strategy to raise World Cup audiences' awareness of our year round online football offering *The World Game*, SBS Online commissioned a Facebook site to be developed to accompany this television series which was broadcast during the 2010 FIFA World Cup. The site was a run-away success, with over 32,000 fans signing up to receive the daily updates on the show including exclusive online content.

- **SBS Radio - in-language websites**

The newly launched SBS podcast site and 68 language sites have widened SBS's online audio content offering, providing a 24/7 catch-up of all the rich and diverse language content from SBS Radio, available to audiences at a time that suits them.

## Stimulate audience interest in SBS services

- Understand and anticipate audience interest across all SBS services.
- Communicate SBS's range and depth of services to audiences.
- Express a powerful, clear, dynamic brand position for SBS.

## Performance

### Growth in market share and reach

#### Audience share

Total audience share for SBS ONE and SBS TWO was 6.4 per cent in 2009, performing above 2008 and on par with the last time SBS broadcast the Ashes (2005).

#### Audience Share<sup>1</sup>

| Year              | Audience Share (%) | Significant events |
|-------------------|--------------------|--------------------|
| 2006              | 5.8                | World Cup          |
| 2007              | 6.0                |                    |
| 2008              | 6.2                |                    |
| 2009 <sup>2</sup> | 6.4                | Ashes              |

1 OzTAM – Free-to-air Share, 5 Capital Cities, People 16+, 6pm-midnight.

2 SBS TWO share included from June 2009.

#### Average weekly reach

In 2009 SBS ONE and TWO reached 5.43 million people on average each week in the five capital cities and 2.64 million people on average each week in regional areas.

#### Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

| Year | 5 Capital Cities | Regional |
|------|------------------|----------|
| 2006 | 5,438            | 2,666    |
| 2007 | 5,307            | 2,646    |
| 2008 | 5,445            | 2,632    |
| 2009 | 5,431            | 2,643    |

Source: OzTAM – 5 City Metro; RegTAM – Aggregated Markets. Total individuals incl guests, 5 min consecutive reach.

#### Markets – average weekly reach

#### Five Capital Cities – Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

|              | 2006         | 2007         | 2008         | 2009         |
|--------------|--------------|--------------|--------------|--------------|
| Sydney       | 1,692        | 1,595        | 1,690        | 1,628        |
| Melbourne    | 1,627        | 1,637        | 1,633        | 1,641        |
| Brisbane     | 972          | 929          | 980          | 1,006        |
| Adelaide     | 536          | 536          | 545          | 537          |
| Perth        | 611          | 611          | 598          | 619          |
| <b>Total</b> | <b>5,438</b> | <b>5,307</b> | <b>5,445</b> | <b>5,431</b> |

Source: OzTAM – 5 City Metro; Total individuals incl guests, 5 min consecutive reach.

#### Regional Areas – Average Weekly Reach – Total People (000s) / Sun-Sat / 24 Hrs

|                 | 2006         | 2007         | 2008         | 2009         |
|-----------------|--------------|--------------|--------------|--------------|
| New South Wales | 1,350        | 1,332        | 1,302        | 1,306        |
| Victoria        | 497          | 464          | 460          | 462          |
| Queensland      | 622          | 643          | 650          | 658          |
| Tasmania        | 197          | 208          | 221          | 216          |
| <b>Total</b>    | <b>2,666</b> | <b>2,646</b> | <b>2,632</b> | <b>2,643</b> |

Source: RegTAM – Aggregated Markets – Total individuals incl guests, 5 min consecutive reach.

#### Key demographics – average weekly reach

#### Five Capital Cities – Total Reach (000s) / Sun-Sat / 24 Hrs

|              | 2006  | 2007  | 2008  | 2009  |
|--------------|-------|-------|-------|-------|
| Total People | 5,438 | 5,307 | 5,445 | 5,431 |
| People 0-17  | 642   | 616   | 669   | 631   |
| People 0-39  | 2,373 | 2,248 | 2,309 | 2,221 |
| People 40+   | 3,067 | 3,062 | 3,138 | 3,212 |
| Men 18-39    | 945   | 897   | 880   | 865   |
| Men 40-54    | 691   | 670   | 722   | 744   |
| Men 55+      | 885   | 884   | 893   | 947   |
| Men 18+      | 2,520 | 2,450 | 2,494 | 2,555 |
| Women 18-39  | 786   | 736   | 761   | 725   |
| Women 40-54  | 610   | 611   | 646   | 624   |
| Women 55+    | 882   | 896   | 877   | 897   |
| Women 18+    | 2,277 | 2,242 | 2,283 | 2,246 |

Source: OzTAM – 5 City Metro – 5 min consecutive reach.

#### Regional Areas – Total Reach (000s) / Sun-Sat / 24 Hrs

|              | 2006  | 2007  | 2008  | 2009  |
|--------------|-------|-------|-------|-------|
| Total People | 2,666 | 2,646 | 2,632 | 2,643 |
| People 0-17  | 365   | 350   | 334   | 311   |
| People 0-39  | 1,059 | 1,028 | 990   | 966   |
| People 40+   | 1,608 | 1,620 | 1,644 | 1,678 |
| Men 18-39    | 371   | 376   | 344   | 354   |
| Men 40-54    | 345   | 335   | 350   | 354   |
| Men 55+      | 480   | 492   | 484   | 503   |
| Men 18+      | 1,195 | 1,181 | 1,177 | 1,211 |
| Women 18-39  | 321   | 320   | 312   | 301   |
| Women 40-54  | 301   | 301   | 302   | 305   |
| Women 55+    | 482   | 493   | 508   | 516   |
| Women 18+    | 1,105 | 1,114 | 1,122 | 1,121 |

Source: RegTAM – Aggregated Markets – 5 min consecutive reach.

#### Viewing by ethnicity

##### SBS ONE – Proportion of Population Reached<sup>1</sup>

| 5 Capital Cities  | 2006       | 2007       | 2008       | 2009       |
|---|------------|------------|------------|------------|
| People born overseas in a non-English speaking country              | 53%        | 48%        | 50%        | 47%        |
| People born in Australia or in an overseas English speaking country | 38%        | 37%        | 37%        | 36%        |
| Total people  | 39%        | 38%        | 38%        | 37%        |
| Regional Areas  | 2006       | 2007       | 2008       | 2009       |
| People born overseas in a non-English speaking country              | 56%        | 58%        | 59%        | 54%        |
| People born in Australia or in an overseas English speaking country | 41%        | 40%        | 39%        | 38%        |
| <b>Total people</b>   | <b>41%</b> | <b>41%</b> | <b>40%</b> | <b>39%</b> |

1 Proportion of population reached in an average week; Sun-Sat; 24 hrs.

Source: OzTAM – 5 City Metro, RegTAM – Aggregated Markets. Total individuals incl guests.

#### SBS Online

SBS Online saw significant growth in 2009/10. On average 1.2 million unique browsers visited SBS Online each month, a 50 per cent increase from 2008/09. The site delivered an average of 1.8 million video views, a 10 per cent increase from 2008/09.

##### Average monthly unique browsers, page impressions and video views

| Average Monthly  | 2006/07   | 2007/08   | 2008/09    | 2009/10    |
|------------------|-----------|-----------|------------|------------|
| Unique browsers  | 469,000   | 598,000   | 751,000    | 1,123,000  |
| Page impressions | 6,139,000 | 8,697,000 | 12,098,000 | 16,083,000 |
| Video views      | 194,000   | 774,000   | 1,841,000  | 1,808,000  |

#### Total podcasts and video views

| Average Monthly        | 2006/07   | 2007/08   | 2008/09    | 2009/10    |
|------------------------|-----------|-----------|------------|------------|
| Podcasts – audio/video | 856,000   | 887,000   | 980,000    | 2,553,000  |
| Video views            | 2,331,000 | 9,288,000 | 22,089,000 | 21,695,000 |

#### Extent to which audience research is used in internal planning

SBS regularly uses audience research to inform our planning for programming and marketing strategies. Australian Bureau of Statistics (ABS) Census data is used to inform our planning and scheduling of in-language news services on SBS Television's WorldWatch and SBS Radio.

#### Nature and range of strategies to increase awareness of SBS

##### SBS promotes its services through:

- program promotions across our Television, Radio and Online platforms;
- a marketing communications strategy based on audience segmentation research;
- advertising in external media;
- regular publicity campaigns;
- events for program launches;
- an annual showcase at Parliament House, Canberra;
- regular community consultations;
- direct communications via database and social media networks;
- search engine marketing;

- an outreach program to explore synergies with government departments and other organisations; and
- a strong brand proposition.

In the past 12 months, SBS has developed greater expertise in direct marketing, and in marketing through search engines and social media networks. SBS was the first media organisation to assign a dedicated team to social network marketing and continues to successfully experiment in this area as a cost effective new communications channel.

### **How We Have Achieved This Objective**

#### **Understanding and anticipating audience interest**

SBS Marketing is responsible for planning and conducting or commissioning research to enhance our understanding of our audiences needs and interests. In the past 12 months, SBS has created a number of customised research projects to provide the organisation with deeper understanding about audience interest, including in-language audiences.

#### **Communicating the range and depth of our services to audiences**

SBS promotes its language and cross-platform services extensively. This is most often done by television promotion as the television services attract larger audiences and enable smaller services to be cross-promoted effectively. An example of this was the active promotion of our Asian language radio and online services around Lunar New Year in January, which was delivered via television promotion.

#### **Promotional campaigns**

With a limited marketing budget, SBS continually hones its marketing campaigns as we discover more about our audiences. In line with our approach to content, we often use innovative and creative ways to get attention. Significant campaigns during the period included promoting The Ashes, the programming that followed The Ashes, content on SBS TWO, current affairs programs *Dateline* and *Insight*, and the Tour de France.

#### **Direct engagement with our audiences**

SBS has created new, direct communications channels to engage directly with audiences. SBS has developed a large audience database and provides communication directly to audience members centred on their particular interests.

SBS has embraced the use of social networks to engage with audiences, providing resources to develop and

maintain a strong presence on Facebook and Twitter as well as a deep engagement with specialist bloggers online.

#### **Expressing a powerful, clear, dynamic brand position**

SBS has developed its acclaimed brand platform of "Six Billion Stories and counting..." through a new television identity, as well as directly through marketing communications. The SBS brand platform has been recognised with numerous industry and creative awards over the year.

## **Make SBS available to all Australians**

- **Devise strategies for multi-platform delivery of SBS services.**
- **Maximise the use of content rights when creating, commissioning or purchasing programming.**

## **Performance**

### **Extend our digital networks and analogue radio services and maintain our analogue television services**

#### **SBS Television services**

SBS Television transmits throughout Australia using analogue and digital services (Appendices 15-16). SBS Television is also retransmitted on the cable subscription services of OptusVision and Foxtel, and the satellite subscription services of Austar and Foxtel.

##### **Analogue**

- 254 terrestrial transmitters provided by: Broadcast Australia (237), Imparja (15) and Watsons Technical Services (2) (excluding Mildura/Sunraysia – switched off on 30 June 2010; includes one former self-help site).
- 444 self-help transmitters.
- Four Optus Aurora satellite services accessed by over 80,000 direct-to-home (DTH) receivers.

##### **Digital**

- 245 digital terrestrial transmitters provided by Broadcast Australia, which cover all capital cities and major regional centres.
- Eight self-help transmitters
- 4 digital multiplexes via the Optus D1 satellite, reaching all of Australia.
- Viewers in Victoria who live outside the coverage of the digital terrestrial network, can access SBS digital television channels through VAST (Viewer Access Satellite Television), the new satellite television service available via the Optus C1 satellite. This will expand to seven services, each covering a state, by the end of 2010.

##### **3D TV trial**

SBS, with the assistance of Broadcast Australia, successfully conducted a 3D TV trial during the period 19 May to 19 July 2010. The trial was

conducted in collaboration with the Nine Network, NBN Television Ltd and WIN Corporation, with the networks sharing the licenses and existing infrastructure. The transmission was made available in Adelaide, Brisbane, Melbourne, Perth, Sydney, Newcastle and Wollongong, and in regional areas via the Optus C1 satellite. SBS successfully transmitted 15 live FIFA World Cup 2010 matches in 3D TV. These broadcasts were accessible to audiences with 3D capable digital television sets.

#### **SBS Radio services**

SBS Radio transmits throughout Australia using analogue and digital services.

##### **Analogue**

SBS Radio broadcasts two analogue services each in Sydney, Melbourne, Wollongong and Canberra and one service to major regional centres, using analogue transmission services (Appendix 17).

- 15 terrestrial radio transmitters provided by Broadcast Australia.
- 111 self-help transmitters.

##### **Digital Radio**

Digital radio services were switched on progressively throughout June and July 2009 in Sydney, Melbourne, Brisbane, Perth and Adelaide.

From 6 August 2009 SBS commenced broadcasting on digital radio channels – providing a simulcast and time shift of all of SBS Radio's current analogue services. As a result, digital radio listeners in Adelaide, Perth and Brisbane can now listen to all of SBS Radio's programs – doubling the number of programs they can access. SBS Radio's current digital services are set out on page 32.

Two SBS Radio services are also available on SBS's digital television service and can also be accessed through the Foxtel digital satellite subscription service. A digital radio trial will commence in Canberra in July 2010. A gap filler service is also being provided to ensure good coverage in the Melbourne CBD.

#### **SBS transmitters**

Eight new digital television and five digital radio transmitters were established in 2009/10. The roll out of SBS's analogue television services was completed in 2006/07.

|           | SBS Television |          | SBS Radio |         |       |
|-----------|----------------|----------|-----------|---------|-------|
|           | Digital        | Analogue | Analogue  | Digital | Total |
| June 2007 | 201            | 254      | 15        | -       | 470   |
| June 2008 | 230            | 254      | 15        | -       | 499   |
| June 2009 | 237            | 254      | 15        | -       | 506   |
| June 2010 | 245            | 254*     | 15        | 5       | 519   |

\* Does not include Mildura/Sunraysia - switched off 30 June; includes one former self-help site.

#### Self-help transmitters

Communities that do not yet receive SBS or do not receive clear broadcasts can establish their own retransmission facilities for the broadcast of SBS and other television and radio services in their area. Such services are owned and operated by local communities, mostly in regional and remote areas of Australia. SBS operates a Self Help Retransmission Subsidy Scheme to provide financial assistance to eligible communities to set up such facilities. SBS promotes the scheme to state and local governments and through promotions on SBS Television.

Between 2010 and 2013 free-to-air analogue television transmitters will be switching off, with some to be replaced with digital television transmitters. Areas which do not receive an adequate digital terrestrial television service will have access to the new VAST service. As a result, SBS is no longer able to accept new applications for self help analogue television transmitters.

One new analogue self-help transmitter was rolled out this year increasing the total number of SBS funded self-help television transmitters on air to 54. Eighteen new radio self-help transmitters were established, increasing the number on air to 111.

#### Reach

##### SBS's estimated potential population reach

|           | SBS Television* |         | SBS Radio |         |
|-----------|-----------------|---------|-----------|---------|
|           | Analogue        | Digital | Analogue  | Digital |
| June 2007 | 96.9%           | 95.0%   | 63%       | -       |
| June 2008 | 96.9%           | 96.4%   | 63%       | -       |
| June 2009 | 96.9%           | 96.6%   | 63%       | -       |
| June 2010 | 96.7%           | 96.8%   | 63%       | 52%     |

\* Excluding: self-help and DTH satellite services; Mildura/Sunraysia analogue service - switched off 30 June.

#### Transmission and broadcast quality standards

##### Availability

Television transmission and reception information including, in many cases, maps of the coverage areas is made available on the SBS website. The website also provides information on the status and scheduled timeframe for the roll out of SBS digital services as well as details of all SBS transmission services including service status, channel and frequency.

The availability of SBS's television and radio services increased during 2009/10. SBS and Broadcast Australia (SBS's major transmission provider) achieved a total availability across all transmission networks of over 99.79 per cent.

##### Service availability\*

|           | SBS TV   |         | SBS Radio |         |
|-----------|----------|---------|-----------|---------|
|           | Analogue | Digital | Analogue  | Digital |
| June 2007 | 99.75%   | 99.76%  | 99.82%    | -       |
| June 2008 | 99.75%   | 99.83%  | 99.91%    | -       |
| June 2009 | 99.64%   | 99.63%  | 99.85%    | -       |
| June 2010 | 99.71%   | 99.80%  | 99.86%    | 99.98%  |

\* Proportion of time each transmitter is on air during the year.

##### Fault management system

The real time fault management system operated by SBS and Broadcast Australia continues to be used to monitor faults with SBS's signals. The system ensures that transmission problems are quickly resolved. Any necessary breaks to transmission for repairs or upgrades are planned at a time of least impact for the viewers.

SBS is now able to monitor all its metropolitan services (analogue and digital) off air at its Sydney office. SBS is also able to monitor all the regional signals from the satellite.

##### Transmission feedback

SBS logs all viewer calls regarding transmission issues, and typically receives over 200 calls each month. The majority of calls usually relate to issues with viewer equipment including antennas, cabling and set top boxes, as opposed to problems with SBS's transmission services. The television transmission anomaly figure for May 2010 was 0.08 per cent, which is the lowest overall percentage since records commenced in January 2005. This figure is

based upon over 330,000 switched events per month across 12 markets.

### **Content promoted across platforms**

SBS regularly uses its own platforms, television in particular, to promote all of its services. This complements our use of social media and publicity to draw new audiences. SBS Audio and Language Content introduced a wide range of cross-platform promotion measures. The 2010 FIFA World Cup coverage was one of the most comprehensive cross promotional campaigns embarked on by SBS. During 2009/10 SBS Radio introduced a new promo-break structure to enable regular scheduled promotion of SBS Television and Online initiatives.

SBS's 'pop-up' digital radio station SBS Eurovision, featuring the hits from the last 50 years of Eurovision, promoted SBS Television and Online's extended coverage of the Eurovision Song Contest and enhanced SBS's image as the home of Eurovision in Australia.

### **Content made available over multiple platforms**

SBS has focused on ensuring we leverage the power of all of our platforms to attract new audiences and deepen the content experience for our current audiences.

SBS is nearing the end of its two year roll out of a unified network infrastructure and consolidation of content generation facilities. This includes a single high speed computer network across all elements of production, common storage platforms for any form of media regardless of delivery platform, and standardising content creation systems across all departments and sites to promote content interchange.

The FIFA 2010 World Cup was the first major project to take advantage of these strategic initiatives with material captured in SBS Television and Radio studios, manipulated and moulded in multiple departments and made ready for Television, Radio and Online presentation, all from a single disk based system. These initiatives resulted in the most multimedia rich presentation of the FIFA World Cup ever by SBS.

SBS also showcased a 3D trial of the FIFA 2010 World Cup ensuring feeds for 3D were "Cinema Ready" to promote cross-platform media coverage of matters of significant national interest in areas previously not addressed.

### **Cross-platform commissioned content**

SBS Online plays a critical role in supporting SBS Television's range of commissioned content. Rather than simply replicating the television experience, SBS's cross-platform approach includes producing exclusive content for the online experience as well as the addition of interactivity to engage audiences. Some examples of this innovation are referred to above on p. 37.

## **How We Have Achieved This Objective**

### **Devise strategies for multi-platform delivery of SBS services**

In 2009/10 SBS began development of a content strategy focused around key content genres (verticals) in which SBS has an established reputation and audience. The results of this strategy will be articulated in SBS's updated Corporate Plan (to be released in 2010/11) and will include formalised cross-divisional collaboration for the production of content in these verticals.

In News and Current Affairs, SBS upgraded its iNEWS database and introduced a streamlined layout structure to facilitate cross-divisional exchange of editorial material. New workflows were also introduced to support web publishing and the launch of the new SBS Radio website.

SBS's Technology and Distribution division is working with content creators at SBS to scope automation of delivery systems to manage delivery across multiple platforms.

### **Maximise the use of content rights when creating commissioning or purchasing programming**

SBS ensures that when acquiring or commissioning content we consider opportunities and synergies for all SBS platforms. This includes SBS Content (Television and Online), SBS Radio and SBS News and Current Affairs.

In preparation for the launch of SBS TWO in June 2009, SBS assessed its rights relating to common programming for SBS ONE and SBS TWO and updated contracts where necessary. In future, all contracts will consider cross-platform opportunities to maximise SBS's investment. One major project for the next financial year is to work with content creators to scope and build a rights management software module to internally manage content rights across multiple platforms (see below at p. 51)

## Resources

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**Goal 2**  
**Grow resources available for content and services**

**In ensuring that SBS informs, educates and entertains all Australians, SBS will grow its resources by increasing revenue, achieving efficiencies and allocating resources strategically in accordance with its Charter.**

We have set the following objectives and strategies to meet this goal.

| Objectives   | Strategies  |
|--|---|
| Grow Government and commercial revenue                 | Explore Government funding opportunities in light of regulatory and industry change.<br>Optimise commercial and other revenue opportunities that draw on SBS's unique content and services. |
| Increase efficiencies in all of SBS's activities       | Have the right people, in the right places across the organisation.<br>Employ processes that maximise the use of existing SBS resources.  |
| Allocate and manage resources that support SBS's goals | Maintain the highest standards in budgetary planning and financial management.<br>Build long-term strategies that utilise and optimise SBS's content and services.                          |

## **Grow Government and commercial revenue**

- **Explore Government funding opportunities in light of regulatory and industry change.**
- **Optimise commercial and other revenue opportunities that draw on SBS's unique content and services.**

### **Performance**

#### **Our value recognised by increased Government funding**

In the 2010/11 Federal Budget, it was announced that SBS will receive a total appropriation of \$216.504 million. This includes a portion of the \$20 million additional funding for Australian content announced in the 2009-2012 Triennium.

#### **Growth in commercial and other revenue**

In 2009/10, SBS's commercial activities (excluding its involvement in subscription TV - see further details below) generated gross revenues of \$87.1 million. This is an increase of 35.5 per cent on 2008/09. This performance was driven by growth in all businesses as well as one-off revenue generated by the 2010 FIFA World Cup.

### **How We Have Achieved This Objective**

#### **Explore Government funding opportunities in light of regulatory and industry change**

The Australian Government considers SBS's funding every three years. SBS submitted its Triennial Funding Submission 2009-2012 to Government in October 2008. The outcome was announced in the 2009/10 Federal Budget. In recognition of our contribution to commissioning content that reflects the true, multicultural Australia, SBS received additional funding of \$20 million to invest in local content for the 2009-2012 triennium. See also under Goal 4 below.

#### **Optimise advertising sales and other revenue opportunities that draw on SBS's unique content and services**

SBS continued to grow its share of commercial revenue across all businesses in 2009/10. Our 35.5 per cent increase on 2008/09 gross revenues was driven by growth in all SBS sales businesses. To

help us strengthen our position amongst advertisers as an effective commercial destination, in 2009/10 SBS introduced an in-house Sales Team for TV and Online Sales (previously outsourced) and introduced a dedicated Client Solutions Team to develop, manage and execute cross-platform media campaigns and sponsorships for our advertising clients. In addition, the three advertising platforms of TV, Online and In Language were merged to form the SBS Sales Team.

#### **Television sales**

SBS achieved revenue growth of 38 per cent for television advertising sales, delivering \$72.3 million of gross revenue in an extremely challenging market. Key drivers of growth were the broadcast of the FIFA World Cup, and the monetisation of separate regional market advertising.

See Appendix 18 for details of SBS Television advertisers. SBS Television sponsors, and programs sponsored, are set out in Appendix 19.

#### **Online sales**

Online revenue grew 13.6 per cent, to \$2.04 million, as audiences to SBS's website, [www.sbs.com.au](http://www.sbs.com.au), grew throughout the year. The key drivers of our online revenue growth were the continued increase in the volume of traffic to the site, and the availability of cross-platform opportunities for our key properties and specialised content areas.

See Appendix 20 for details of SBS Online advertisers.

#### **Content Sales and Distribution**

SBS Content Sales and Distribution (CSD) is the consumer products and distribution arm of SBS, showcasing SBS-commissioned programming for export to markets around the world, as well as enabling products for SBS programs to be made available for sale to consumers and the educational market via Australian retailers.

CSD's gross revenue for the 2009/10 was \$6.5 million, an increase of 35 per cent on its 2008/09 results. CSD's priority for 2010/11 is to continue to expand its product portfolio and retail profiling across its consumer products range within Australia, and to increase sales, promotion and product awareness amongst content buyers for its program sales catalogue. Additionally, emphasis will be placed on expanding online and digital sales opportunities as well as other activities which extend the interaction and engagement between SBS content and the SBS audience.

#### **SBS DVDs**

SBS DVD's delivered gross revenue of \$3.514 million, a 24 per cent increase against the comparable revenue figure for 2008/09.

CSD released 53 new and re-versioned titles during the year, and more than 300,000 DVDs were sold through Australian retailers. A strong mixture of Australian content was among the best selling titles, including sales for drama, comedy and documentaries led by strong demand for the award-winning series, *Wilfred*, and the ever-popular *Food Safari*.

SBS titles were also distributed via the educational market.

#### **Top selling SBS DVD titles**

*Skins* (Series 3)  
*Wilfred*  
*Food Safari*  
*Skins* (Series 2)  
*Wilfred* (Series 2)  
*Skins* (Box Set)  
*James May Toy Stories*  
*The Killing*  
*Engineering Connections*  
*Italian Food Safari*

#### **SBS Content Sales**

SBS Content Sales expanded its activities with some significant sales in 2009/10. Major international sales include *First Australians* to Arte France, and *Luke Nguyen's Vietnam* to Scripps International and the Cooking Channel in the US, complementing the acquisition of many other SBS titles, with particular support for titles in the food and lifestyle category. The Australian subscription TV sector continues to acquire SBS content for broadcast on subscription channels.

#### **SBS Music**

SBS Music released 130 titles in 2009/10. A number of releases drawn from SBS programming – including *My Family Feast*, *The World Game* and *A History of Scotland* – were released and themed ranges under the Adagios, Café, Global Village and Eloquence sub-brands were expanded. SBS Music achieved revenue growth of 34 per cent over the previous year.

SBS Music also embarked on an artist development program to identify and invest in the development of artists signed to the SBS Music label.

#### **SBS Books**

SBS Books had an outstanding year with three titles that were top sellers in their categories: *Food Safari*; *Cadel Evans – Close to Flying*; and Andre Rieu's biography *My Music, My Life*. A number of other titles were released in the food category, supporting SBS's broadcast activities in this genre. SBS Books achieved revenue growth of 70 per cent over the previous year.

#### **SBS Retail**

SBS's preferred retail partners, Dymocks and JB Hi-Fi, again showcased SBS products in dedicated SBS Shop sections in their stores and via targeted promotions during the year. Dymocks again held a dedicated SBS Month in July with special promotions, in-store signage and product offers and showcased SBS's FIFA World Cup activities with window displays throughout the country. JB Hi-Fi and Dymocks achieved 28 per cent growth of SBS products on the previous year.

Visitation to the SBS Shop online has tripled since its re-launch in April 2009 and is proving to be a useful vehicle to showcase the SBS product range. A new online partner, Rebel Sports, was appointed to manage The World Game Shop and Bicycling Australia was re-appointed to manage the Cycling Central Shop.

#### **SBS In Language**

SBS In Language provides a unique service in the multicultural communications market. In addition to being an in-language production house, SBS In Language also offers advertising solutions to reach Australia's linguistically diverse communities through SBS Radio. In 2009/10, SBS In Language was merged with the TV and Online Sales Team to form the new look SBS Sales Team. This important structural move enables SBS to offer compelling cross-platform advertising and production solutions to a diverse range of community-focused businesses.

Gross revenue for the year was \$5.2 million, an increase of 2 per cent over 2008/09.

#### **SBS Radio Direct Sales**

The Radio Direct Sales team had a successful year, despite tough economic conditions for small business. Revenue in the direct business grew 35 per cent year on year. This growth offset year on year shortfalls in Government spending.

See Appendix 21 for details of SBS Radio advertisers.

During 2009/10, Radio Direct Sales participated in extensive cross training in TV and Online Sales and enjoyed considerable success in providing cross-platform advertising solutions for their clients.

## Corporate Activities

### Major investing and financing activities

SBS actively manages its finances. This involves preparation of estimates for appropriation and equity injection funding taking into account movements in the inflation parameter applicable to SBS. Cash holdings are monitored throughout the year and where funds are not immediately required for operational activities, investments are made. All investments have been made in accordance with the investing requirements of the SBS Act and the Commonwealth Authorities and Companies Act 1997.

On 1 July 2002, SBS entered into a fully amortising loan with the Commonwealth. The amount of \$24 million has a loan period of 10 years and SBS makes total annual payments of \$3.2 million.

On 1 June 2009, SBS entered into a fully amortising loan with the Commonwealth. The amount of \$15 million has a loan period of 5 years and in 2011 SBS will repay \$3.5 million.

### Financial results

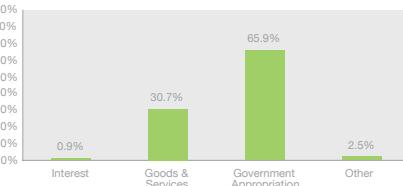
The Corporation and its controlled entities, MST Ltd and PAN TV Ltd, ended the 2009/10 financial year with a surplus of \$0.901 million (0.286 per cent of available resources).

The Corporation's total assets increased during the financial year from \$257.489 million to \$257.601 million.

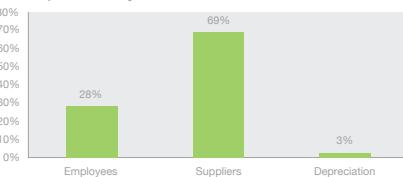
Investments amounting to \$35.498 million at 30 June 2010 primarily relate to funds provided previously by the Government through the part sale of Telstra which have been progressively used for the analogue transmission extension program.

The level of contributed equity by Government increased from \$2.586 million to \$4.890 million. This increase reflects the funding provided for capital costs relating to digital radio.

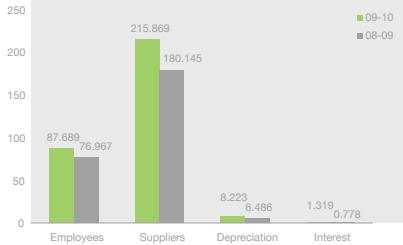
Operating Revenue



Expenditure by Classification



Expenditure by Classification 2008/09 & 2009/10



### SBS businesses

On 4 November 2009 SBS became the sole shareholder of PAN TV, the owner and operator of the World Movies Channel on subscription television. SBS's shareholding in PAN TV is managed by MST Ltd a wholly owned subsidiary of SBS formed for the purpose of establishing and participating in the provision of subscription television services. In April 2010 SBS launched a second subscription television channel STVDIO, which also operates under PAN TV.

MST Ltd and PAN TV contributed \$0.581million to SBS's consolidated results in 2009/10.

On 20 March 2009 SBS formed, with the ABC, the National DAB Licence Company Ltd. The company was formed in order to obtain a category 3 digital radio multiplex transmitter licence as provided for by section 102E of the Radiocommunications Act 1992. SBS and the ABC are the only shareholders in the company.

## Increase efficiencies in all of SBS's activities

- **Have the right people, in the right places across the organisation.**
- **Employ processes that maximise the use of existing SBS resources.**

### Performance

#### SBS optimises internal workflows, increasing agility and responsiveness

Strategies undertaken or implemented this year to increase efficiencies in internal workflows and our agility and responsiveness included:

- Workflow automation in invoice/order loading and validation from CSD.
- Selection and implementation of Salesforce.com Customer Relationship Management application.
- Completion of the digital upgrade for the news, current affairs and sports teams.
- Introduction of a Network Manager for Audio and Language Content.

#### Program of continual improvement undertaken

##### Employee Opinion Survey (EOS) Action Plan

SBS's EOS Action Plan was developed in response to employees' identification of what impacts them most in performing their work at SBS. Specific actions to improve the working conditions at SBS were implemented organisation wide and at divisional and work group level. Actions, which were reported on, were many and varied and included:

- Internal communications strategy under development and a specific Managing Director employee engagement plan implemented.
- Induction available fortnightly in Sydney and monthly in Melbourne.
- Duty statements now include the SBS values and revised occupational health and safety (OHS) criteria.
- 15 courses linked to SBS values behaviours are available for employees.
- Transition to a new development and

performance management program – MyCareer@ SBS – is progressing for Human Resources, Sales, Audio and Language Content and Marketing, Legal, Strategy and Communications, Corporate Services, TV and Online Content and Finance transition planning is well underway.

- Internal service surveys to be conducted by Finance and divisions reporting to the Chief Operating Officer.
- A range of OHS initiatives in all SBS locations.
- Accommodation survey completed.
- SBS Sydney café review completed and next steps initiated.

### Technology and Distribution

A number of technology projects in 2009/10 have resulted in improved performance or workflows for teams across SBS. Projects in 2009/10 include:

- Shifting the Radio Direct Sales team into the existing Pilat Media IBMS (the integrated broadcast management system used by SBS).
- A series of computer network upgrades across SBS's Sydney headquarters.
- Consolidation of multiple broadcast infrastructures into a single infrastructure across all media.

#### Optimal level of overheads as a percentage of total expense achieved

SBS regularly conducts benchmarking exercises to ensure that it is meeting industry standards. In 2009/10 the percentage of SBS's total budget spent on administrative overheads was 10 per cent. This is a slight reduction on the previous year and reflects the concerted effort that is made to minimise the funds spent on administrative overheads.

### How We Have Achieved This Objective

#### Have the right people, in the right places across the organisation

##### Roles reflecting reality

SBS considers it paramount that as technology and processes change, so do people's job descriptions. Job descriptions and selection criteria were reviewed and updated for all Audio and Language Content language groups in 2009/10. The previous job descriptions had remained unchanged since they

were first introduced in 1992 and had become outdated as a result of changed technologies and work practices.

Job descriptions and selection criteria for all SBS jobs are being progressively reviewed as the new performance management framework MyCareer@SBS is implemented across the Corporation. The new job descriptions and selection criteria will assist SBS to recruit employees with the skills, knowledge and values that are required for the business. The new selection documents are also the foundation for the work expectations and development plans for SBS employees under the MyCareer@SBS framework.

A number of divisions have successfully completed the transition to MyCareer@SBS and this has highlighted the value and importance of tools, processes and skills needed to build a results and service oriented culture. At each MyCareer@SBS step there is a review of essential people management and performance tools and expectations which then inform and ensure that SBS has the right people in the right place at the right time.

The merger of Engineering Services and the Infrastructure components of IT into a single Broadcast Engineering Group recognises convergence in the media industry and equips SBS to better deliver a single technology platform for media sharing and content creation across current and future distribution channels. The success of this merger has been reflected in the increased cross-platform capabilities of SBS witnessed during the 2010 FIFA World Cup and with the implementation of new Quantel-based content production systems.

#### SBS Subtitling Unit

In 2009/10 SBS requested Deloitte Consulting to conduct a review of its internal Subtitling Unit. The review found there was significant overcapacity in many of the staffed languages at SBS. SBS resolved to retain a significant, albeit reduced, Subtitling Unit. With the largest levels of in-language content being shown on SBS Television in its history, it is important that SBS retains flexibility in relation to its subtitling requirements to meet fluctuating need for various languages.

### Employ processes that maximise the use of existing SBS resources

#### PAN TV

As part of SBS's acquisition of PAN TV (see p. 48) and the launch of STVDIO, a number of measures have been taken to reduce duplication and maximise the synergies between SBS's free-to-air and subscription television properties. These include

rolling the subscription channel operations into existing payroll, financial and program scheduling systems.

The expansion of SBS's subscription channel interests significantly increased the need for timely rights information and rights management. SBS continued to work in partnership with Pilat Media and other international broadcasters including TVNZ to develop an Advanced Rights Management Module. This innovative rights project will realise an internationally standardised rights management system for media organisations. The next phase will deliver an integrated rights management and licensing system for SBS.

#### Multi-skilling

Technology and Distribution introduced cross-departmental job training to provide greater insights to the requirements of other parts of the production chain.

#### Ensuring equity and efficiency

During 2009/10 Human Resources partnered with Audio and Language Content to develop and implement a new benchmark to determine the number of hours required to prepare and present language programs at SBS. The new benchmark replaced the SBS Radio staffing formula that had been in place since the early 1990s. The benchmark provided for a more equitable and efficient distribution of staffing hours across the 68 Audio and Language Content language groups.

Rostering practices were changed in Broadcast Operations to ensure a more efficient use of staff and to eliminate the need for backfilling and freelance staff. Human Resources has also partnered with Technology and Distribution, News and Current Affairs and Television and Online Content to review work practices, roles and responsibilities and assist with implementing change in those divisions.

## **Allocate and manage resources that support SBS's goals**

- **Maintain the highest standards in budgetary and financial management.**
- **Build long-term strategies that utilise and optimise SBS's content and services.**

### **Performance**

#### **Resources are optimally allocated to new opportunities**

SBS undertook a review of prospective investments aimed at enhancing our ability to meet our long-term objectives. Business case proposals were submitted from managers across SBS and assessed as part of our annual full-year budgeting process. Prospective investments were prioritised alongside current projects to determine the optimal use of SBS resources.

#### **Divisional budgets are met**

In 2009/10 all divisional budgets were met.

#### **Content and services resources increase as a percentage of total expense**

Resources for content and production were able to be supplemented by increasing commercial revenue in 2009/10.

#### **Successful implementation of long-term strategic planning which is reviewed annually**

A review of SBS's Strategic Plan – which provides a link between the SBS Corporate Plan and the practicalities faced by SBS – was undertaken early in the year culminating in the development of a five year vision for SBS's Television, Radio and Online services. This will result in the release of an updated Corporate Plan in the early stages of 2010/11.

### **How We Have Achieved This Objective**

#### **Maintain the highest standards in budgetary planning and financial management**

A major budgetary planning initiative was the successful integration of the financial accounts and

payroll functions of PAN TV into the SBS Integrated Financial Management System and the CHRIS Human Resources Management System.

#### **Build long-term strategies that utilise and optimise SBS's content and services**

In 2009/10 SBS set up a disaster recovery site to ensure continued transmission of its television services in the case of a temporary or prolonged technical outage. The site is tested monthly.

SBS Legal appointed a Rights and Licensing System Manager to assist with the development of SBS and PAN TV's rights management systems and the ongoing implementation of the IBMS Advanced Rights Management Module.

By standardising rights management processes and systems infrastructure, SBS will better manage the acquisition and exploitation of content and also leverage our current systems and business processes. From late 2010 SBS will be well positioned to exploit more of its content including valuable archives worldwide.

## **Organisation**

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### **Goal 3**

#### **Perform as an agile and creative organisation**

**In reflecting the changing nature of society and the wider media environment, SBS will create an organisation with a positive culture, that acts as a model for modern public broadcasting and has high standards of internal management.**

We have set the following objectives and strategies to meet this goal.

| <b>Objectives</b>   | <b>Strategies</b>   |
|---|---|
| Foster a positive culture                                       | Instil SBS's purpose, values and brand engagement throughout the organisation.<br>Build work environments that allow for innovation and promote creativity.<br>Encourage open and honest communication that build cross and intra-divisional cooperation. |
| Be a model for modern public broadcasting                       | SBS uses unique attributes to establish leadership positions.<br>Learn from world-leading public and commercial broadcasters.<br>Develop an appropriate balance between internal resourcing and outsourcing.  |
| Develop high standards in governance and performance management | Exhibit best practice in corporate governance.<br>Meaningfully cascade SBS's goals throughout the organisation.<br>Recognise good performance, responsibility and commitment.   |

## Foster a positive culture

- **Instil SBS's purpose, values and brand engagement throughout the organisation.**
- **Build work environments that allow for innovation and promote creativity.**
- **Encourage open and honest communication that build cross and intra-divisional cooperation.**

## Performance

### SBS's purpose and values are communicated and understood by staff at all levels

SBS's purpose and values are an integral part of the Corporate Plan 2007–2012. They articulate who we are, what we focus on, what we do, how we do it, for whom, and how we engage with one another. The focus this year has been to integrate SBS's purpose and values into fundamental people and performance processes such as induction, recruitment and selection, management development approaches, performance reviews and reward and recognition.

In addition, the first goal of the EOS Action Plan is to ensure that: "Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders". In practice this has meant:

- Implementing MyCareer@SBS as the tool to manage and support work performance and career development.
- Finalising values-based behaviour expectations.
- Providing a comprehensive and structured 'Welcome to SBS' for all new starters during their first three months.

### Staff know and can articulate SBS's brand proposition

Achieved through a staff launch in May 2007 of the new brand, internal communications around the launch of SBS TWO and continuing staff engagement activities.

### SBS actively encourages innovation and creativity

SBS builds and facilitates a physical, technological and cultural environment that fosters innovation and creativity by breaking down barriers to better communication and cooperation; giving staff better

tools to utilise the in-house skills we have as a media organisation and encourages a creative approach to organisational solutions.

### Communication across the organisation is effective and is shaped by SBS's values

Transparent and open communication between SBS employees is being assisted through a range of measures:

- Improved induction process.
- New employee intranet.
- Regular corporation-wide briefing sessions.
- The introduction of the EOS and regular communication about actions arising out of it.

### SBS divisions successfully engage in collaborative activities

Successful collaborative activities during the year were:

- SBS continued its cooperative approach to content creation, maximising the opportunities presented by key events during the year such as sports events – Tour de France and FIFA World Cup 2010 – and major newsworthy events to provide cross-platform coverage.
- Technology and Distribution established a temporary FIFA World Cup 2010 Project Manager. This person was the interface between Technology and Distribution and other departments across the organisation that had involvement with the FIFA World Cup 2010. The Project Manager's brief was to collect all of the technical requirements, collate a reverse brief that was agreed by all and develop a work plan and standard operating procedures to ensure the technology and human resourcing requirements were delivered.

## How We Have Achieved This Objective

### Instil SBS's purpose, values and brand engagement throughout the organisation

#### EOS action plans

SBS has continued to implement its action plan which responded to the findings of its EOS which was conducted in February 2009.

Part one of the action plan comprises four goals applicable to all across SBS:

**Goal 1:** Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders.

**Goal 2:** Create and implement a framework for all employees that enables and recognises work performance and career development.

**Goal 3:** Intra-SBS coordination and communication is improved.

**Goal 4:** Employees identify the SBS environment as a good one to work in.

The second part of the plan allows for the inclusion of divisional or work area or team goals developed to address specific issues identified in the survey. Quarterly reviews of each division's progress on their action plan are conducted, and updates provided to the Executive.

#### SBS brand engagement

The new SBS brand, refreshed logo and our tagline "Six Billion Stories and counting ...", continue to play a central role in all staff activities at SBS. SBS Human Resources utilises story telling devices to reflect the new brand expression when designing learning initiatives, such as the SBS induction program 'Welcome: Your SBS story starts now'.

#### Other strategies

SBS's leadership and executive development days have this year focused on developing and understanding behaviour aligned with the SBS values that contribute to better performance.

One of the purposes of MyCareer@SBS is to support employees to actively participate in the process of aligning SBS's goals with the activities of work teams and employees, engage in two-way feedback on performance, be recognised and rewarded for effort, and to have access to improved development and career opportunities.

#### Build work environments that allow for innovation and promote creativity

SBS has at its core a commitment to innovation and creativity. Across all of its platforms SBS provides a means to showcase Australia's creative talents. This commitment also extends to our workplace and workforce. In 2009/10 an upgrade of SBS's News and Current Affairs facilities was completed resulting in a state of the art facility for SBS's News and Current Affairs and Sports teams.

#### Staff content initiatives

##### Audio and Language Content

To improve output, create award-winning work and demonstrate a commitment to SBS's audiences, Audio and Language Content launched The Quarterly Commission, a competitive pitching process for SBS

staff that provides support and funding for one high quality feature/documentary production every quarter. The first Quarterly Commission was awarded to Punjabi Executive Producer Manpreet Singh for her groundbreaking coverage of the Pooran Singh story.

##### SBS Television and Online Content

In order to develop the creative potential within SBS, SBS Television and Online Content conducted a staff pitching competition. Staff were invited to submit their idea for a program that was unique and engaging, and reflected the SBS Charter. Five proposals were selected to be presented in a live pitch, and the winning entry was submitted to the editorial committee for consideration.

#### Environment

SBS undertakes periodic upgrades of its building facilities to ensure a safe and modern work environment. These facility upgrades help create a more open work space to improve communication and collaboration between teams and divisions. In 2009/10 a dedicated Project Manager for Corporate Services and Facilities was appointed to ensure the smooth running of any building upgrades across SBS's facilities in Sydney, Melbourne and Canberra.

#### Technology

Technology upgrades can assist in facilitating better communication between staff and divisions, promoting innovation and creativity in problem solving. In 2009/10 News and Current Affairs, and Sport commenced working on a new non-linear production system. This new non-linear production system incorporates tapeless electronic newsgathering cameras, ingest, desktop editing, production editing, audio production, studio playout and archiving. This project will deliver a completely tapeless workflow from camera acquisition through production to playout across 12 markets by fully integrating the new production system with SBS's new presentation and playout system. The non-linear program material will be stored for future use using the latest in digital archiving technology. This system will integrate with other production areas of our business including: Online, Graphics, Promos, Radio and the Program Preparation Unit.

#### Culture

The nature of SBS's work means many of our staff are creative by nature and respond positively to messages delivered in innovative ways. SBS regularly hosts staff functions to celebrate important milestones or events such as the Tour de France, 2010 FIFA World Cup, our Reconciliation Action Plan or broadcast of content. SBS uses our talented promotions department within our Marketing team to produce audio-visual materials to accompany these events; that material is then made available via the intranet to all staff. SBS also tries to ensure regular updates about staff initiatives are presented in an attractive and engaging way using our brand to help engage staff.

## **Health and Wellbeing**

SBS has introduced a Wellbeing program as part of Human Resources' actions to contribute towards the achievement of EOS Goal 4 (Employees identify the SBS environment as a good one to work in), specifically to 'Incorporate Health and Wellness into the culture'.

**Other benefits for employers of these types of programs include:**

- Improved productivity
- Reduced absenteeism
- Reduced staff turnover
- Improved corporate image
- Improved staff morale
- Increased attendance
- Reduced workplace injuries

### **Health Checks**

The first Wellbeing initiative was an opportunity for those interested to have a confidential 20 minute health check conducted by an independent health professional on site to assess:

- Body Mass Index
- Blood Pressure
- Body Fat Percentage
- Hydration Levels
- Blood Cholesterol Level
- Blood Glucose (Sugar) Level
- Waist Measurement
- Resting Heart Rate

### **Employee Assistance Program**

The next Wellbeing initiative was to introduce an Employee Assistance Program (EAP), providing direct and confidential access to professional counselling services for SBS employees and their immediate families. Following a selection process, SBS engaged Assure Programs to provide this service.

The service commenced on 1 June 2010, with an e-launch, which will be supplemented by staff and management awareness session in July and August 2010.

### **Encourage open and honest communication that builds cross and intra-divisional cooperation**

#### **Induction**

In line with our corporate values, SBS has developed a comprehensive induction program and framework for new starters. Irrespective of an individual's employment status or location, SBS believes that, when well structured and implemented, induction is an effective motivator and performance resource for staff.

SBS induction is compulsory and has been developed to consider the needs of each new starter and the needs of the manager whilst meeting

compliance obligations and integrating individuals into the culture of SBS.

Induction training for new starters has been revised and now includes Day 1, Checklists and a revised three month induction. OHS has been included in induction and a majority of employees have completed OHS Essentials training, and 125 managers and supervisors have completed OHS training relevant to their role.

#### **Employee Opinion Survey**

In response to the 2009 results of SBS's inaugural EOS, an SBS-wide action-plan was developed which is currently being implemented. In addition to implementing the EOS goals and related actions, each division will work on their own EOS actions in response to their specific survey results. Such actions will cascade through the division and accountabilities will be identified and included in a work group and/or individual work plans.

The SBS-wide EOS goals and divisional-specific EOS goals and actions will be reflected in the divisional planning process. Each divisional plan will include the standard objective of quarterly assessment on development, implementation and progress of each divisional EOS action plan that incorporates the SBS-wide EOS goals and division-specific actions.

#### **SBS purpose and values**

The SBS purpose and values statement continued to provide a focus for staff engagement. In respect of staff engagement SBS's values statement encourages collaboration and openness, professionalism and responsiveness and honesty, respect and fairness.

#### **Managing Director and employee engagement**

As part of the initial stages of development of an internal communications strategy for SBS, a comprehensive employee engagement plan for the Managing Director was developed and implemented. Channels include regular informal briefings with staff and a fortnightly recorded video newsletter. The Managing Director also conducts more formal all staff briefings on a regular basis to communicate important information and invite feedback from SBS staff.

#### **SBS Sessions**

SBS organises regular lunchtime talks and preview screenings for staff, known as the SBS Sessions, to communicate information about SBS content and other relevant information. SBS Sessions are also used to educate staff about the work of other divisions. To ensure a wide range of topical speakers and interesting content, staff are encouraged to submit ideas.

## Be a model for modern public broadcasting

- SBS uses unique attributes to establish leadership positions.
- Learn from world-leading public and commercial broadcasters.
- Develop an appropriate balance between internal resourcing and outsourcing.

## Performance

### SBS is recognised as a major contributor to the media sector and social cohesion

SBS regularly shares its expertise and contributes to industry thinking at conferences and symposiums. SBS also commissions and shares research on important social issues.

### SBS evaluates and learns from best practice broadcasting models

SBS has a commitment to participating in domestic and international industry groups and forums to ensure we remain a model public broadcaster. This includes participation in advisory groups related to digital switchover, policy forums relating to regulation of the media industry and industry bodies relating to transmission or content creation.

### SBS regularly explores outsourcing activities

To ensure the best value for money and organisational outcomes, SBS regularly considers outsourced solutions. Where appropriate and desirable, in-sourced solutions are put in place. For instance, SBS outsources all of its locally produced content apart from news, current affairs and sport, but recently used an external company to help us build a new presentation and playout system.

### Improved performance is generated by mix of in-house and outsourced activities

SBS's performance in delivering unique and relevant content to all Australians continues to improve. Our audience share this year delivered the best result so far (outside of those years in which significant events were broadcast). Our model of outsourcing our local content – comedy, drama, documentary and entertainment – allows us to draw from a wide range of talent and ideas. Our in-house production of

news and current affairs, sport and multilingual radio content ensures the efficient and effective delivery of quality programs on a daily or weekly basis to our high standards and unique requirements.

## How We Have Achieved This Objective

### SBS uses unique attributes to establish leadership positions

#### Contributing to the media sector and social cohesion

#### Contributing to industry knowledge

SBS Managing Director, Shaun Brown, delivered speeches to the following conferences:

- FECCA Annual Conference 2009
- New Zealand School of Broadcasting 25<sup>th</sup> Anniversary 2009
- OzAsia Symposium 2009
- Murdoch University Racism and the Media conference 2010
- Australian Broadcasting Summit 2010

SBS Sport journalist and commentator, Les Murray, was re-elected as chairman of the Asia-Pacific Broadcasting Union (ABU) Sports Group for his fourth three-year term. The ABU Sports Group is a professional body which represents 55 countries and over 200 organisations.

The SBS Ombudsman was elected Vice President of the Organization of News Ombudsmen, an international body of media company based self regulators.

SBS Legal participated on panels and presented papers at a range of conferences including:

- Classifiers Forum, Media Classifiers Association of Australia: Chairperson
- Australian Corporate Lawyers Association (ACLA) Government Lawyers Conference 2009: Keynote Speaker – 'Risk management under the CAC Act'
- SPAAC Fringe 2009: Panel discussion of the making of *Salam Cafe*, Australia's first Muslim panel comedy show.
- Melbourne University Cultural Collections, Creators and Copyright Conference 2009: Presentation on copyright reform to unlock broadcaster and other key cultural archives.
- 16<sup>th</sup> ABU Copyright Committee Meeting and Seminar 2010: Anna Ward elected Vice-Chairperson of the ABU Copyright Committee;

- chairperson for the panel session on Intellectual Property Rights in Sports.
- Cable and Satellite Broadcasting Association of Asia (CASBAA) Event 2009.

#### SBS and multilingual health initiatives

SBS continued its partnerships with the NSW Department of Ageing, Disability and Home Care (Homereach), Multicultural Mental Health and the National Prescribing Service to deliver multilingual information on health and wellbeing issues during 2009/10. Topical programming on health related issues was broadcast in 20 languages including: Arabic, Cantonese, Croatian, Dari, Farsi, Greek, Italian, Khmer, Mandarin, Spanish and Vietnamese. Audio downloads and podcasts were also made available on the SBS website.

#### Reconciliation Action Plan

SBS's second Reconciliation Action Plan (RAP) was published in June 2010. This followed the successful implementation of a number of measures as a result of SBS's inaugural RAP in 2008/09. The RAP is the responsibility of a volunteer staff committee consisting of 27 staff members including Aboriginal and Torres Strait Islander employees, representatives from across the organisation and senior management. The Committee meets on a quarterly basis with sub-committees coordinating specific RAP actions.

In 2009/10 the RAP Committee was reformed with its first task to consider what actions would be useful and relevant for SBS to pursue in its next RAP, taking into account the achievements and obstacles of our first RAP.

In developing these actions the RAP Committee determined that SBS could better realise its potential by taking a long-term approach and embedding our actions under the following three overarching objectives which encapsulate what SBS is uniquely positioned to offer to the reconciliation process.

**Lead:** be a reconciliation leader in the media, entertainment and advertising industries – by developing mutually beneficial relationships, including Aboriginal and Torres Strait Islander organisations to offer support and to consult with and provide opportunities to promote Aboriginal and Torres Strait Islander cultures, communities and activities.

**Build:** build our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples and ensure reconciliation is in our corporate culture – by developing cultural awareness to encourage recognition and respect of Aboriginal and Torres Strait Islander cultures; securing internal budget resources; adapting our business systems to provide

more opportunity for Aboriginal and Torres Strait Islander businesses to compete for SBS business, and for businesses that have RAPs to be considered as preferred suppliers.

**Output:** provide a consistent volume and quality of content on our platforms – creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and showing respect by carrying an acknowledgement of country on SBS productions and SBS-commissioned content where relevant.

#### SBS Indigenous Mentorship Award

SBS has continued with its Indigenous Mentorship Award as part of its RAP, inviting applications for the career-enhancing award that provides support, guidance and opportunities to emerging Indigenous talent in the Australian film and television industry. The winner will receive sponsorship to travel to local and international festivals, conferences or markets, mentorship from experienced SBS Television executives as well as legal advice.

#### Supporting the media industry through education and training services

SBS offers a range of educational and training services that supports the broadcasting industry in Australia.

#### SBS News and Current Affairs

##### Journalism cadetships

SBS News and Current Affairs offers journalism cadetships each year, one of which is offered to an Indigenous Australian. Each cadetship involves a year of formal and on-the-job training. Due to budgetary pressures, SBS had a reduced intake of journalism cadets in 2009/10. This year there was one general cadet and one Indigenous cadet. It is projected that three cadets will be recruited in 2010/11.

##### Journalism work experience

SBS News and Current Affairs offers 20–30 work experience placements each year to students of tertiary level communications, journalism and media degrees.

#### SBS Legal

SBS Legal's highly successful mentoring program for Indigenous law undergraduates continued with the fourth Indigenous law student participating in the program completing his degree during the year. The mentoring program allows the student to gain experience in media and entertainment law while working part-time with SBS Legal.

#### **Technology and Distribution**

SBS offers Broadcast Operations Internship programs in collaboration with Charles Sturt University and the University of Western Sydney.

#### **Learn from world-leading public and commercial broadcasters**

#### **Industry participation**

##### **SBS News and Current Affairs**

SBS is a member of the Walkley Foundation which recognises outstanding Australian journalism. SBS sponsors the Coverage of Indigenous Affairs category in the annual Walkley awards.

##### **Technology and Distribution**

SBS is part of the Digital Switchover Taskforce's Industry Advisory Group which provides support and advice to the Australian Government's plans for digital switchover.

The Manager Broadcast Engineering in SBS Technology and Distribution is a member of the Board of the Australian section of the Society of Motion Picture and Television Engineers (SMPTE), ensuring that SBS has an influence in future broadcast technologies both locally and internationally.

#### **Industry events**

Representatives from SBS attended the following major industry events.

##### **SBS Content (Television and Online)**

- LA Screenings 2010
- MIPTV 2010
- MIPCOM 2009
- International Public Television Conference (INPUT) 2010
- Australian International Documentary Conference (AIDC) 2010
- Screen Producers of Australia (SPA) Conference 2009
- Screenworks Life's a Pitch 2009
- Sheffield Doc/Fest 2009
- Manchester Media Festival 2009
- World Congress of Science and Factual Producers 2009
- SPA Fringe 2010
- Legalwise Seminars Film and Television Law 2010
- RomaFictionFest 2009
- Sunnyside of the Doc 2009
- C21 Formats LabLive 2009
- AIMIA/AWG - Digital Media Seminar
- AIMIA Commercialising Video Seminar 2009

- Criterion - User Experience Conference
- Movie Convention 2009
- ABU Sports Group Conference 2009
- Sportel 2010
- FIFA World Cup 2010

##### **SBS News and Current Affairs**

- UNESCO Conference on Climate-Change and Media 2009
- The Future of Journalism in the Social Media Age 2009
- Journalist Educators Association Conference 2009
- Commonwealth Broadcasting Association Conference 2010
- UNESCO World Press Freedom Day Indigenous Voices 2010

##### **Technology and Distribution**

- ABU Technical Meetings and General Assembly 2009
- ABU Digital Symposium 2010
- Broadcast Asia 2010
- NAB (National Association of Broadcasters) Show 2010
- IBC (International Broadcasting Conference) 2009

##### **SBS Human Resources**

- Television industry HR roundtable: a forum of HR representatives from the Australian television industry.
- Commercial Radio Australia HR Group: a forum of HR representatives from the Australian radio industry.

##### **SBS Strategy and Communications**

- Australian Subscription Television & Radio Association (ASTRA) Conference 2010
- Australian Broadcasting Summit 2010
- European Broadcasting Conference 2009
- Garma Festival Reconciliation Australia Women's Program 2009
- Network Insight: The NBN and TV 2009; Broadcasting and Broadband Forum 2009; Communications Policy and Research Forum.
- International Institute of Communications (IIC) Annual Conference 2009
- Precarious Citizenship Dinner
- SPA Conference 2009
- Sydney Institute Dinner 2010

#### **SBS Legal**

- Cultural and Religious Freedom Under a Bill of Rights 2009
- 5<sup>th</sup> Annual Public Sector In House Counsel Conference 2009
- Reimagining Copyright for the 21<sup>st</sup> Century 2010
- Film and Television Law 2009
- ACLA Government Lawyers Conference 2009
- Media Law Resource Centre London Conference 2009
- 14<sup>th</sup> Biennial Copyright Law and Practice Symposium 2009
- Centre for Media and Communications Law Privacy Seminar 2009
- SPAAC Conference 2009
- The Future of Content – What the NBN Really Means 2009
- Sports Broadcasting Summit 2010
- Meeting the New Challenges Faced by In House Counsel 2010
- Authorship, Anthems & Authorisations: A Legal and Economic Review of the Copyright Triptych 2010
- Secrecy, Security and the Media 2010
- 16<sup>th</sup> ABU Copyright Committee Meeting & Seminar 2010
- Contract Law for Major Projects 2010

#### **SBS Ombudsman**

- Asia Pacific Broadcasting Conference 2009
- Organization of News Ombudsmen Conference 2010
- Asia Pacific Media Summit 2010

#### Industry memberships

SBS is a member of the following industry organisations:

- Asia Pacific Broadcasting Union (ABU)
- Australian Corporate Lawyers Association
- Australian Market and Social Research Society
- Commonwealth Broadcasting Association (CBA)
- Communications and Media Law Association (CAMLA)
- The Communications Council – Multicultural Forum
- European Broadcasting Union (EBU)
- Free TV Australia – Associate Member
- Freeview
- International Institute of Communications (IIC)

- Law Council of Australia
- Law Society of NSW
- Media Law Resource Center
- Organization of News Ombudsmen (ONO)
- Public Broadcasters International (PBI)
- The Walkley Foundation
- World Forum for Digital Audio Broadcasting (World DAB)

#### **Develop an appropriate balance between internal resourcing and outsourcing**

SBS continues to consider both in-house and outsourced solutions when making major investments or organisational change to ensure the most efficient and cost effective solutions are put in place.

## **Develop high standards in governance and performance management**

- **Exhibit best practice in corporate governance.**
- **Meaningfully cascade SBS's goals throughout the organisation.**
- **Recognise good performance, responsibility and commitment.**

### **Performance**

#### **SBS's goals are acted on in the organisation and individuals are recognised for their contribution**

SBS commenced the introduction of a new performance management framework – MyCareer@SBS – over the life of the 2008 three year certified agreement which will support employees to actively participate in the process of aligning SBS's goals with the activities of work teams and employees, two-way feedback on performance, recognition and reward for effort, and improved development and career opportunities.

#### **SBS is regarded as an employer of choice**

In response to the SBS EOS results, an SBS-wide action plan is currently being implemented to meet the following goals which were identified:

**Goal 1:** Our vision and values are understood by all at SBS and serve to drive and unify how and what we deliver to our diverse stakeholders.

**Goal 2:** Create and implement a framework for all employees that enables and recognises work performance and career development.

**Goal 3:** Intra-SBS communication and coordination is improved.

**Goal 4:** Employees identify the SBS environment as a good one to work in.

In addition to implementing the four EOS goals and related actions, each division will implement EOS actions in response to their own survey results. Such actions will cascade through the division with accountabilities identified and included in a work group and/or individual work plans.

#### **Exit interviews**

Exit interviews have been offered since March 2008. Exit interviews are not compulsory, though in the

past year 88 per cent of offers to attend an interview were taken up. All exit interviews are conducted by the Manager Organisational Development, Human Resources and to date the data has been compiled by a contractor which ensures consistency of data interpretation and anonymity. The information collected is reviewed and reported.

The main reason cited for leaving SBS is 'Career Development/Career Potential'. 91 per cent of employees who completed an exit interview would recommend SBS to others as a good place to work.

#### **Level of diversity in the workforce within merit-based employment**

The SBS Diversity Program, which encourages workplace diversity within the framework of merit selection, continues to operate. Employees are encouraged to report diversity statistical information upon commencement of employment with SBS.

Consistent with 2008/09, about half of SBS's employees were born overseas, and approximately a quarter speak a language other than English at home.

#### **SBS employee statistics**

| Sex                                  |            |
|--------------------------------------|------------|
| Female                               | 452        |
| Male                                 | 440        |
| <b>Total</b>                         | <b>892</b> |
| Aboriginal or Torres Strait Islander | 11         |
| Permanent Disability                 | 19         |
| Place of Birth                       |            |
| Overseas                             | 429        |
| Australia                            | 438        |
| Not Stated                           | 25         |
| <b>Total</b>                         | <b>892</b> |
| Language Spoken at Home              |            |
| English                              | 416        |
| Language other than English          | 275        |
| Not Stated                           | 201        |
| <b>Total</b>                         | <b>892</b> |

#### **Compliance with health and safety standards, the SBS Codes of Practice and Editorial Guidelines and other internal guidelines**

#### **SBS Codes of Practice and Editorial Guidelines**

SBS conducts regular training sessions on the SBS Codes of Practice and Editorial Guidelines for new staff, as well as refresher courses. SBS also provides regular advice on Codes of Practice and Editorial Guidelines issues to staff as required.

## SBS Interim Protocol for New and Social Media

With SBS embracing the use of new and social media as way of exploring and connecting our diverse cultures and perspectives, SBS established an Interim Protocol for New and Social Media Use to assist staff in engaging with these new forms of media to ensure the maintenance of SBS's reputation, independence and integrity.

## SBS Office of Audience Affairs – formal complaints

The SBS Ombudsman received 131 formal complaints during 2009/10, which was six less than the previous year. Each complaint alleged a breach of the SBS Codes of Practice in relation to content broadcast by SBS. Formal complaints are investigated by the SBS Ombudsman, who is independent of the content producing divisions. If complainants consider the outcome of the Ombudsman's investigation to be unsatisfactory then they can take their complaint to the Australian Communications and Media Authority (ACMA) for external review.

During 2009/10: 45 formal complaints were received from NSW, 37 from Victoria, 26 from Queensland, nine from South Australia, five from the ACT, five from Western Australia, and four from Tasmania. Five complaints were from community groups and the remaining complaints were made by individuals.

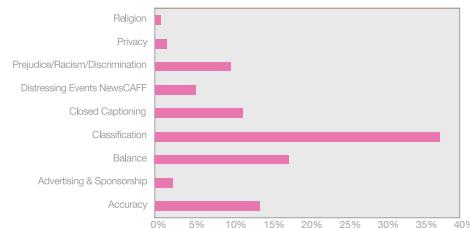
Email remained the preferred method of lodgement; however complaints were also made using the online complaint form on the SBS website as well as by letter and by fax.

Most of the formal complaints (124) concerned television content, while three formal complaints concerned radio content and four concerned online content. There were fewer complaints for radio this year, and slightly more for online content. Television complaints remained approximately the same.

### Types of complaints

The following graph shows the Codes of Practice issues raised by the complaints over the 2009/10 year. Eleven complaints concerning a lack of closed captioning on various programs were upheld. This unusually high number reflected a technical problem which was unable to be anticipated, and which occurred during the transfer to a fully digitised presentation and playout system for SBS.

## Codes of Practice Issues – Formal Complaints 2009/10



The most common code issue raised by complainants during the last 12 months was the classification of programs on SBS. A total of 49 classification complaints were received involving either the content of programs or the time at which the program was broadcast. Conflicts in Sri Lanka and the Middle East resulted in a number of complaints being received about SBS News and Current Affairs programs on television and radio. A total of 41 complaints were lodged involving the balance and accuracy provisions of the Codes, with a further seven complaints lodged about the intensity of visual material broadcast on News and Current Affairs programs. Thirteen complaints raised Code 1.3 (Prejudice, Racism and Discrimination). In all cases these were investigated and dismissed. Three complaints were received about advertising, two about privacy and one involved the depiction of religion.

### Findings

During 2009/10 investigations into 141 formal complaints were completed. The SBS Ombudsman upheld 23 complaints and dismissed 116 complaints. In 2008/09 the SBS Ombudsman upheld 14 complaints and dismissed 103 complaints.

Two complaints were referred to the Complaints Committee which is chaired by the Managing Director, and comprises the Director of Television and Online Content, the Director of Audio and Language Content, the Director of News and Current Affairs, the Director of Strategy and Communications and the SBS Ombudsman. One complaint concerned the issue of privacy in relation to an SBS commissioned documentary. The Complaints Committee upheld this complaint. The other complaint concerned Code 1.3.1 (Indigenous Australians) in relation to a documentary and this complaint was dismissed.

Overall 17 per cent of complaints were upheld, an increase on the previous year. However, if the closed captioning technical issue complaints are excluded

(12 in all including one received in 2008/09), then nine per cent of complaints were upheld and 91 per cent were dismissed.

#### Australian Communications and Media Authority

At the end of 2008/09 six investigations of SBS content by the ACMA were still in progress. During 2009/10 five new investigations were commenced by the ACMA. This is six less than the number of new investigations in the previous year.

Ten of these investigations were finalised by the ACMA during the period. The completed investigations comprised appeals covering 20 different code provisions and involving both television and radio content, as well as one appeal on complaints handling. Complaints that were appealed to the ACMA mainly related to News and Current Affairs coverage on television and radio of the Sri Lankan conflict during December 2008 to January 2009. Other areas of concern involved the classification of programs and the conflict in the Middle East.

The ACMA dismissed all appeals except two complaints involving the Sri Lankan conflict on SBS Radio's Tamil language program. In both cases the ACMA supported the earlier decision of the SBS Ombudsman that: firstly the Tamil language program broadcast on 26 October 2008 breached Code 2.2 for balance; and secondly the Tamil language program broadcast on 18 January 2009 breached Code 2.2 for impartiality. These breaches occurred during the reporting of the final days of the conflict between Sri Lankan government forces and the Tamil Tigers.

#### Occupational health and safety

SBS's health and safety standards complied with the requirements of the Occupational Health and Safety Act 1991. See below under 'Matters required to be reported under legislation'.

#### Staff learning opportunities assist to develop skills base

Values-aligned learning and development opportunities are provided to SBS employees via a comprehensive and structured leadership development path. This path aims to develop the expectations of all roles from a new starter team member to a senior SBS executive.

The learning path currently comprises 17 courses and starts with standard induction, for all employees irrespective of employment status. The path then progresses to courses that develop team members so they are high performing contributors and

programs that enable leaders and managers to work with their team members effectively. Based on the updated duties statements developed through the MyCareer@SBS transition, the development of professional (job specific) skills pathways has commenced.

During 2009/10, 292 employees attended this training. Using these courses as a basis, team building sessions are also offered. For consistency, a preferred provider has been secured to deliver desktop applications training. Divisions are able to directly book their employees on relevant programs via an online portal. The use of one provider in all SBS locations is expected to provide consistent learning and improve access to such learning.

#### SBS Legal Professional Development

Throughout the year SBS Lawyers attended industry seminars for ongoing professional development. Seminars covered a range of media law topics such as freedom of information reforms, contract law, defamation, copyright and privacy law, counter terrorism laws affecting media reporting, anti-siphoning, sport rights, digital rights management, content sponsorship and branding, digital media, dispute resolution, corporate governance, ethics, professional responsibility and leadership.

#### SBS Legal training

During the year SBS Legal provided training to staff across the organisation on a variety of legal issues. Training sessions covered: contract negotiation, laws related to national security, defamation, vilification, protected persons, confidential information, secret recordings, sedition, copyright, the use of music, fair dealing, contempt of court and reporting restrictions. SBS Legal continually updated journalist training to integrate across all new platforms across SBS including user-generated content and social media developments.

SBS Legal issues regular newsletters to SBS staff on a range of relevant current issues in media law. The newsletters are designed to be another mechanism to enhance staff training and increase awareness of legal issues that may impact on their work.

#### Audio and Language Content training

SBS ALC provided a comprehensive and wide-ranging training program to its more than 200 employees. A new Learning Pathways model was developed in co-operation with Human Resources that brings Audio and Language Content training in technical skills, journalism, broadcasting, and a number of other areas, in line with corporate approaches to learning and development.

## How We Have Achieved This Objective

### Exhibit best practice in corporate governance

#### Statement on governance

Elements of good corporate governance in place at SBS include: corporate planning; business planning; an audit and finance committee; clear delegations of authority; project (program) management; policies for statutory compliance; codes of conduct and ethics; review processes; budget information linked to all planning processes; and regular monitoring and reporting to the SBS Board.

Good corporate governance at SBS is also based on an acceptance by all staff that the highest standards of integrity and ethical behaviour are expected of them, as well as transparency and consistency in all their actions.

#### SBS Accounting Manual

SBS's financial policies and procedures are contained in the SBS Accounting Manual which is widely distributed throughout SBS. Updates occur frequently throughout the year.

#### SBS Risk Management Plan

The SBS Risk Management Plan is regularly updated. It identifies and addresses the management of the major risks and opportunities facing SBS. The SBS Risk Management Plan and risk assessment processes are regularly revised. The goals behind risk management in SBS are:

- to provide an assurance that SBS has identified its highest-risk exposures and has taken steps to properly manage these;
- to ensure that SBS's business planning processes include a focus on areas where risk management is needed;
- to ensure the integration of the various and many risk control measures that SBS already has in place;
- to be comprehensive and effective.

The identification of risks will allow for the redirection/focus of resources on high risks.

The Audit and Finance Sub-committee receives a report twice a year on the management of the identified 'highest risks' facing SBS.

#### SBS Disaster Recovery Plan and Business Continuity Plan

SBS has an operative Disaster Recovery Plan and a revised Business Continuity Plan is scheduled for completion by 31 December 2010.

#### SBS Fraud Control Plan

The SBS Fraud Control Plan is based on a fraud risk assessment (conducted using the methodology outlined in the International Standard for Risk Management, AS/NZS/ISO 31000). The SBS Fraud Control Plan was revised in December 2008. The Managing Director is satisfied that SBS has in place appropriate fraud prevention, detection, investigation, reporting and data collection procedures and processes and that these comply with the Commonwealth Fraud Control Guidelines.

#### External and internal audit

The audit of SBS's financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unqualified opinion on the 2009/10 financial statements of SBS. During the year, SBS participated in a benchmarking study conducted by Comcover (an agency of the Department of Finance and Deregulation) on Risk Management Practices and achieved an excellent overall performance rating.

The Internal Audit program was conducted by Deloitte Touche Tohmatsu on a contract basis. The company performed audits in accordance with the audit plan approved by the Audit and Finance Sub-committee. In all cases, the results were satisfactory and, where applicable, recommendations for improvements to the control environment were brought to management's attention. The audits conducted in 2009/10 were: Facilities Scheduling and Utilisation in Broadcast Operations; Travel Expenditure and Fleet Management; Leave Management; Melbourne Business Centre Review; Windows Active Directory Security Review; Commissioned Program Management; Web Site Hosting; Content Sales and Distribution; Workforce Training and Development; IT Change Management; Continuous Control Monitoring Through Data Analytics of Payroll and Accounts Payable; and Superannuation Delegations Review.

#### Indemnities and insurance premiums for officers

As part of its general insurance protection, SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2009/10 was \$20,881 (GST excluded).

#### Ministerial directions / notifications

SBS has been notified that the following general policies of the Australian Government apply to SBS: Competitive Neutrality Arrangements; Cost Recovery by Government Agencies; Guidelines for the Management of Foreign Exchange Risk; Commonwealth Fraud Control Guidelines; and Australian Government Property Ownership

Framework. These are all notifications continuing from previous financial years. Also in 2006/07, the Finance Minister issued a Ministerial Direction under section 16(1)(c) of the Commonwealth Authorities and Companies Act requiring SBS (and all other authorities in the general government sector) to provide a Compliance Report on legislative compliance and financial sustainability.

No ministerial directions were issued under the SBS Act.

#### SBS Board Sub-committees

##### Audit and Finance Sub-committee

The Audit and Finance Sub-committee met six times during the year and considered audits conducted by both the ANAO and the internal auditors, Deloitte Touche Tohmatsu.

In addition to reviewing the findings and recommendations of the audits conducted, the Audit and Finance Sub-committee considered and gave direction on a wide range of issues during the year including the approval of the annual internal audit program, investment and financing activities, risk management and strategy for the financial statements audit.

The following is a list of Audit and Finance Sub-committee attendees and the number of meetings they attended:

| Member              | Position | Meetings Attended |
|---------------------|----------|-------------------|
| Jillian Broadbent   | Chair    | 5                 |
| Patricia Azarias    | Director | 5                 |
| Christopher Pearson | Director | 3                 |

##### Codes Review Sub-committee

The Codes Review Sub-committee considers proposed amendments and other issues relating to the SBS Codes of Practice and SBS's internal Editorial Guidelines. Two meetings were held during the year.

| Member              | Position          | Meetings Attended |
|---------------------|-------------------|-------------------|
| Gerald Stone        | Chair             | 2                 |
| Bob Cronin          | Director          | 2                 |
| Christopher Pearson | Director          | 2                 |
| Shaun Brown         | Managing Director | 2                 |

##### CAC Sub-committee

The CAC Sub-committee reviews the operation of the SBS Community Advisory Committee, including recruitment processes. Three meetings were held during the year.

| Member           | Position | Meetings Attended |
|------------------|----------|-------------------|
| Patricia Azarias | Director | 3                 |
| Bob Cronin       | Director | 3                 |

##### Remuneration Sub-committee

The primary objective of the Remuneration Sub-committee is to decide the SBS policies for remuneration of the Managing Director and the division directors. The Sub-committee met twice during the year.

| Member            | Position          | Meetings Attended |
|-------------------|-------------------|-------------------|
| Carla Zampatti    | Chairman          | 1                 |
| Joseph Skrzynski  | Director/Chairman | 2                 |
| Jillian Broadbent | Director          | 1                 |
| Gerald Stone      | Director          | 2                 |
| Shaun Brown       | Managing Director | 2                 |

##### Meaningfully cascade SBS's goals throughout the organisation and recognise good performance, responsibility and commitment

SBS undertook a review of the Corporate and Strategic Plans in early 2010. This will result in an updated version of the Corporate Plan being submitted to the Minister in early 2010/11. A revised Corporate Plan will be also be released publicly in early 2010/11. The revised Corporate Plan identifies a number of strategic priorities for SBS as well as an updated Purpose and Vision for the organisation. These strategic priorities will form the basis of divisional plans and will flow through to individual work plans as part of the MyCareer@SBS process (see below). All SBS staff will be briefed on the new Corporate Plan and its impact on their work.

##### MyCareer@SBS

In keeping with the terms of the 2008 Certified Agreement, the transition to a new performance management framework – MyCareer@SBS – commenced. Principles for the transitional arrangements for moving from the previous performance management program to MyCareer@SBS are detailed in the SBS Certified Agreement 2008 (clause 2.3 and Schedule D).

The expectation is that all employees at SBS have regular conversations with their day-to-day supervisor/manager to clarify work expectations, provide development opportunities, and to review

and assess progress and link this assessment to fair recognition and personal reward.

MyCareer@SBS aims to ensure that:

- employees' goals and plans are clearly linked to corporate, divisional, business and work area, goals and plans;
- SBS's values (collaboration and openness, professionalism and responsiveness, honesty, respect and fairness) are demonstrated both in the way that MyCareer@SBS is designed and implemented, and in the way that all employees perform their work; and
- there is consistency across SBS in the way performance is planned, reviewed and acknowledged, and evaluated and rewarded.

The first divisions have successfully completed the transition to MyCareer@SBS and this has highlighted the value and importance of the common tools, processes and skills needed to build a results and service oriented culture. Planning for the transition of a further five work areas commenced in March 2010 and is well on track.

### Matters Required To Be Reported Under Other Legislation

#### Commonwealth Disability Strategy

SBS is required to report on its performance in relation to the Commonwealth Disability Strategy in accordance with the terms set out in the Guide to the Performance Reporting Framework. Details are provided at Appendix 22.

#### Environmental Protection and Biodiversity Conservation Act 1999

SBS recognises that its normal business processes have an impact on the environment. In accordance with the principles of ecologically sustainable development, SBS remains committed to reducing its environmental impact through recycling and the purchase of recycled products including paper for printing and photocopying, toilet paper and paper handtowel products. Long-standing programs to recycle paper, cardboard, glass, aluminium beverage containers, printer cartridges, building waste, metal, redundant electrical and data cabling, fluorescent lighting tubes and old mobile phones and phone batteries continued throughout the year.

SBS supports responsible waste management and recycling procedures. In 2009/10 SBS recycled approximately 1.02 tonnes of e-waste, primarily old engineering equipment and computer monitors. In June 2009 SBS implemented 'separate at the source'

recycling in its Sydney and Melbourne offices which has lifted resource recovery rates from SBS waste to 86 per cent and diverted substantial material from landfill.

SBS also participated in and promoted Earth Hour in March 2010.

#### Freedom of Information Act 1982

SBS received one request for access to documents under the Freedom of Information Act 1982 (FOI Act) in 2009/10.

#### Section 8 statement

This information is provided in accordance with section 8 FOI Act.

#### Organisation and functions

Information about the organisation and functions of SBS is contained in the following sections of this Annual Report: 'About SBS', 'Our services', 'Organisational structure'. The powers and duties of SBS are set out in the SBS Act .

#### Consultative arrangements

SBS conducts regular community consultations on matters relevant to its functions. Details of public consultations conducted during the year are contained throughout this Annual Report.

#### Categories of documents

SBS holds the following categories of documents:

- records relating purely to general administrative functions including: financial management, governing bodies, government relations, legal services, personnel, strategic management;
- other records relating to commercial and operational activities, community and audience relations, media training, and transmission and distribution infrastructure which include accounting manuals, operational guidelines, occupational health and safety policies and guidelines;
- records relating to journalistic, creative and content activities such as audiovisual recordings, sound recordings, journalists' notebooks, commissioning notes, scripts and treatments, research material, assessment material and other related material.

The following categories of documents are available upon request, free of charge, and are also available for download from the SBS website: corporate plans; annual reports; research reports; programming policies.

The following categories of documents are available, free of charge, from the SBS website: media releases; program schedules – SBS Radio, SBS ONE, SBS TWO; program transcripts – subject to availability; SBS Television and SBS Radio programs – subject to availability as video or audio downloads, streams or podcasts.

#### Access to records under the FOI Act

Under the FOI Act the public has the right to obtain access to documents held by SBS, other than exempt documents. SBS is exempt from the operation of the FOI Act in relation to its program material and datacasting content (section 7 and Schedule 2, Part II, FOI Act).

Requests for access to documents under the FOI Act should be made in writing to SBS and include the fee payable under the Freedom of Information (Fees and Charges) Regulations, currently \$30. Requests should be addressed to: FOI Coordinator, Strategy and Communications Division, SBS, Locked Bag 028, Crows Nest NSW 2065.

#### Further information

Further information on the FOI Act is available on the website of the Department of Prime Minister and Cabinet at <http://www.dpmc.gov.au/foi/>.

#### Occupational Health and Safety Act 1991

SBS is committed to fostering a positive safety and wellbeing culture, and to ensuring the health and safety of all employees, freelancers, contractors at work, and members of the public who may be affected by our work.

In accordance with subsection 16(2)(d) of the Occupational Health and Safety Act 1991 (OHS Act) SBS implemented Health and Safety Management Arrangements (HSMA) (version 1) in July 2008. The HSMA was subsequently reviewed in consultation with SBS employees and version 2 came into effect in October 2009.

#### OHS Committees

SBS's OHS Committees provide a forum for co-operative engagement between employees and management to effectively address health and safety matters.

The written instrument establishing SBS's OHS Committee(s) was reviewed as part of the review of the HSMA. The SBS OHS Committee Guidelines were developed in consultation with SBS's OHS Committees to replace the previous Health and Safety Committee Constitution.

The Sydney OHS Committee met ten times and the Melbourne OHS Committee met eight times during

the year. The Sydney and Melbourne committees contributed towards the development of new and revised OHS policies during the year and reviewed a range of health and safety issues including reported accidents and incidents.

#### Designated Work Groups / Health and Safety Representatives

SBS has seven Designated Work Groups (DWGs). Each DWG has an elected/selected Health Safety Representative (HSR) and Deputy HSR in accordance with sections 25 and 33 of the OHS Act.

SBS engaged a provider to conduct an accredited HSR training course in-house for HSRs and Deputy HSRs who had been newly elected or re-elected in June 2009. In 2009/10 a further two elections were conducted to fill vacancies occurring as a result of HSRs ceasing to work in their DWG.

#### Accidents and dangerous occurrences

There was one accident resulting in a serious personal injury and two dangerous occurrences that required the giving of notice to Comcare under section 68 of the OHS Act.

#### Investigations

SBS provided information and documents to Comcare in response to the National Proactive Campaign – health and safety management arrangements – workplace consultation conducted under the OHS Act. The investigation found that SBS was compliant with section 16(2)(d) of the OHS Act.

SBS has not received any notices given under sections 29, 46 and 47 of the OHS Act.

## **Relationships and partnerships**



#### ***Goal 4***

#### **Build and maintain valuable relationships and partnerships**

**SBS shall strive to build and maintain relationships with key external stakeholders from Government, the community sector, creative industries and business.**

We have set the following objectives and strategies to meet this goal.

| <b>Objectives</b>  | <b>Strategies</b>   |
|--|---|
| Raise awareness of SBS within all areas of Government          | Deploy an effective communications strategy using a range of channels.<br>Advocate key issues and developments facing SBS and its audience.   |
| Strengthen links with communities and other stakeholder groups | Strengthen SBS's relationship with community groups.<br>Gain support from community groups in delivery of SBS services.   |
| Strengthen local and international partnerships                | Form creative relationships that deliver the best ideas and content across all SBS platforms.<br>Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes |

## Raise awareness of SBS within all areas of Government

- Deploy an effective communications strategy using a range of channels.
- Advocate key issues and developments facing SBS and its audience.

### Performance

#### SBS gains understanding and support from Government stakeholders

SBS regularly engages with Government stakeholders in an effort to gain a better understanding of the work we do.

#### SBS builds networks and access to Government stakeholders

SBS regularly liaises with Government stakeholders to develop contacts and build influence on policy that affects the media sector. This strengthens SBS's voice and influence on policy outcomes that can affect the delivery of SBS's services both now and in the future.

### How We Have Achieved This Objective

#### Deploy an effective communications strategy using a range of channels

#### Contact with government and industry

SBS representatives maintained high level contact with government and industry bodies, particularly in respect of major broadcasting policy developments, media reform and digital television and radio policy.

SBS attended estimates hearings of the Senate Standing Committee on Environment, Communications and the Arts in October, February and May.

SBS maintained regular contact with relevant Ministers, Members of Parliament, Ministerial offices and Departments during the year including: Department of Broadband, Communications and the Digital Economy (DBCDE); Department of Environment Protection, Heritage and the Arts; Department of Infrastructure, Transport, Regional Development and Local Government; Department of Immigration and Citizenship; Department of Prime Minister and Cabinet; the Attorney-General's

Department; Department of Finance and Deregulation; and Treasury.

SBS hosted a function in Parliament House, Canberra, in June to showcase its 2010 FIFA World Cup coverage. The function was addressed by Senator the Hon. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy.

#### Advocate key issues and developments facing SBS and its audience

#### Submissions to Government

SBS made submissions to the following inquiries:

- DBCDE: Sport on television: A review of the anti-siphoning scheme in the contemporary digital environment 2009
- DBCDE: Content and Access: The future of program standards and captioning requirements on digital television and multi-channels – Discussion Paper 2009
- National Environment Protection Council Service Corporation Service Corporation: Television and Computer Product Stewardship Consultation 2009
- Department of Environment Protection, Heritage and the Arts: 2010 Review of the Australian Independent Screen Production Sector
- DBCDE: Digital Dividend Green Paper 2010
- Senate Standing Committee on Environment, Communications and the Arts: Inquiry into the provisions of the Broadcasting Legislation Amendment (Digital Television) Bill 2010
- DBCDE: Access to Electronic Media for the Hearing and Vision Impaired: Approaches for Consideration – Discussion Report 2009

As a member of Australia's Right to Know coalition, SBS was a signatory to the following submissions made by Australia's Right to Know:

- Attorney-General's Department: National Security Legislation Public Consultation 2009
- Senate Standing Committee on Finance and Public Administration: Inquiry into Freedom of Information Amendment (Reform) Bill 2009 and Information Commissioner Bill 2009
- NSW Department of Justice and Attorney General: NSW Court Suppression and Non-publication Orders Bill 2009.

## **Strengthen links with communities and other stakeholder groups**

- **Strengthen SBS's relationship with community groups.**
- **Gain support from community groups in delivery of SBS services.**

### **Performance**

#### **SBS maintains effective and cooperative relationships with key stakeholders**

Through the SBS Community Advisory Committee, membership of industry bodies and regular contact with community stakeholders such as the Federation of Ethnic Communities Council of Australia (FECCA), SBS maintains close links with Australia's multicultural and Aboriginal and Torres Strait Islander communities. SBS's in-language services and our broadcasters are also vital in making connections with and providing information to a broad range of culturally and linguistically diverse communities.

#### **SBS regularly consults with relevant stakeholders and increases community awareness**

SBS regularly consults with the SBS Community Advisory Committee which met three times during the year. SBS also regularly liaises with FECCA. Other consultations are conducted as appropriate and this year included consultations with community representatives.

### **How We Have Achieved This Objective**

#### **Strengthen SBS's relationship with community groups**

##### **SBS Community Advisory Committee**

The SBS Community Advisory Committee assists the Board to be aware of, and responsive to, community needs and opinions on matters relevant to the SBS Charter.

In determining appointments to the Committee and its overall membership, the Board takes into account the diversity of backgrounds of the members, geographical representation and specialised skills and knowledge including their ability to reflect the

needs and interests of women, youth, the aged, and people with disabilities. Members are selected on the basis that they have an understanding of Australia's multicultural society and, in particular, have interests relevant to, and an understanding of ethnic and Aboriginal and Torres Strait Islander communities.

The SBS Community Advisory Committee discussed a range of topics during 2009/10 including:

- Feedback on strategies for SBS engagement, how the SBS content strategy engages with communities and government, and how to energise relationships with communities.
- Input to SBS's community consultations strategy.
- SBS Radio rescheduling consultations.
- A special report on Assyrian communities.
- Muslim representations in media.
- Positive community building with Indigenous content.
- SBS's second Reconciliation Action Plan.
- User-generated content and media literacy training.
- The SBS Foundation.
- The SBS archiving project.

The Committee also provided advice and recommendations to the SBS Board, including:

- Ideas to support and assist with the archiving project.
- Suggestions for promotions for cultural celebration.
- Potential partnerships between SBS and educational institutions.
- Possibilities for intercultural exchange through user-generated content.
- Suggestions for media training for community members and representatives.
- Ideas for initiatives to improve media literacy and reportage on cultural diversity.

#### **SBS Community Advisory Committee members**

**CHAIR: Ms. Joanne Jousif (NSW)**  
**(Chair from April 2009)**

Ms. Jousif was born in Iraq and grew up as part of the Assyrian community in the western suburbs of Sydney. She currently represents the NSW Department of Corrective Services on the NSW Parole Authority and has extensive experience working in the justice system in Canada and Indonesia. Her experience includes operational and management positions in NSW Probation and Parole work as well as development of policy and programs in the crime prevention area with the NSW

Attorney General's Department. Additionally, Ms Jousif has worked voluntarily in East Timor for the Catholic Education Office providing training to East Timorese English teachers. She has also worked as a volunteer teaching English to Afghani adult refugees in Sydney and as an English teacher in India. Ms Jousif is a nationally accredited mediator and has an undergraduate degree in psychology and human bioscience from New England University and postgraduate diploma in criminal justice from Sydney University Law School.

#### **Ms Maria Saraceni (WA)**

Maria is Australian - born of Italian immigrant parents. Although her first language was Italian, she learned English at school followed by French. Apart from her university studies in Australia, she attended a French university having won a language scholarship. Initially, Maria worked as a secondary school language teacher before commencing her legal career. Now a Partner at international law firm, Norton Rose, Maria actively contributes to community life - currently as President of the Ethnic Communities Council of Western Australia Inc; Executive Member of FECCA; Chairperson of the Women's Advisory Council in Western Australia; and Member of the State Council of the Australian Human Resources Institute. Recently, Maria completed a term as President of the Law Society of Western Australia and a Director of the Law Council of Australia.

#### **Mr Abderraouf Adel Ziani (VIC)**

Mr Ziani grew up in Algeria and lived in Europe before recently settling in Australia with his family. He is active in the Algerian community in Melbourne and visits the UMMA Mosque and Islamic Centre on a daily basis. Mr Ziani has worked in customer services for the last eight years. His work background, also, includes working as a journalist in the United Kingdom. He is currently studying Broadcast Television. He has a strong interest in the role of television in community building and how broadcasting can be used to represent multicultural Australia.

#### **Mr Biko Syong'oh (NSW)**

Kenyan-born Mr Syong'oh has a communications degree and is currently in the final stages of completing a law degree at Newcastle University. He is on the Executive Council of the Hunter African Communities Council, a position which has exposed Mr Syong'oh to a diverse range of African cultures. As part of his work with the Council, Mr Syong'oh assists migrants negotiate their new lives in Australia by helping provide accommodation, facilitating access to services such as banking and healthcare, and lobbies government agencies on the community's behalf. Mr Syong'oh has also recently been contracted by the Northern Settlement Services

to produce a radio program in Swahili, and will also be overseeing the production of similar programs in Dinka and Arabic on the University of Newcastle's 2NUR. Mr Syong'oh has a strong interest in the media, having worked as a producer in Kenya prior to moving to Australia. He is keen to explore innovative ways SBS can communicate with ethnic communities.

#### **Dr Krishna K. Shrestha (NSW)**

Born in Nepal and fluent in Nepali, Hindi and Urdu, Dr Shrestha has a strong background in socio-environmental justice issues and community participation in environmental planning, policy and management. Dr Shrestha is a Human Geographer who received his PhD from The University of Sydney where he is currently a lecturer. His core academic interests are in the political ecology of participatory natural resource planning, policy and management, socio-environmental justice particularly in a comparative context of Australia and South Asia. One basic element of his research includes community participation approaches of ethnic communities in Australia, Nepal and India to policy development and implementation, which focuses on how cultural and social relations and values shape our perceptions and actions. Dr Shrestha has an ongoing involvement with various multicultural groups such as the Australian-Nepalese Organisation, South Asian Association Australia and the International Students Association. He has a strong and active link with various cultural/ethnic individuals and groups through being a member of Institute of Foresters Australia, Institute of Australian Geographers and Nepal Foresters Association. Dr Shrestha is also a Justice of the Peace (Qualified) QLD.

#### **Mr Nick Hatzoglou (VIC)**

Mr Hatzoglou is an Australian with Greek heritage and has a passion for a Multicultural Australia that embraces and gives opportunities to all people from all cultural backgrounds. As the Multicultural Project Manager for the Australian Football League and AFL Victoria, Mr Hatzoglou aims to bring Australian football opportunities closer to people from culturally and linguistically diverse backgrounds. He combines experience gained within the multicultural sector, local government and Cricket Victoria with his love of sport generally. Nick acknowledges the role sport plays in developing community harmony and believes Australian Football can play a vital role in developing peoples understanding of each other. He has a strong determination to reach out to migrants and refugees and developing new opportunities that enable them to engage and contribute to Australia's progress. His formal qualifications include a Bachelor of Applied Science (Human Movement) and a Post Graduate Certificate in Event Management.

#### **Mr Alex Lew (VIC)**

Australian-born Mr Lew recently graduated from Melbourne University with a Bachelor of Arts majoring in European Studies and a Bachelor of Laws with Honours. While at university, Mr Lew was the Political Affairs Director of the Australasian Union of Jewish Students and participated in several youth interfaith dialogues on campus. In 2006, Mr Lew worked for the British delegation to the European Parliament and currently works for a law firm in country Victoria. He also works as a tutor for the Deakin University Institute of Koorie Education, providing assistance to Indigenous law students from remote communities who are studying by distance education.

#### **Ms Angela Flynn (SA)**

Angela is a young Aboriginal (Tiwi/Larrakia) and Chinese (Teo Chew) woman living in Adelaide. Angela recently worked on the inaugural Spirit Festival, an Indigenous festival held in Adelaide and is undergoing her Bachelor of Commerce (Marketing). Angela's various community activities presently involve: Departure Committee, The Art Gallery of South Australia since 2008, SAIYWAT Committee, Kurru Performing Arts since 2007 and Reconciliation Committee, Adelaide Festival Centre, since 2006. Angela has spent many years examining and contributing to Australia as a multicultural society through the arts, from performing traditional Chinese dance as a child to running youth cultural camps for young Aboriginal people.

#### **Mr Alan Huynh (QLD)**

Of Chinese and Vietnamese heritage, Alan grew up in one of the most ethnically diverse communities in Australia. He has a strong passion for youth advocacy and representation, civic participation and multicultural issues. Previously, he was Youth Chair of FECCA and the Ethnic Communities Council of Queensland as well as representing Australia at the 18<sup>th</sup> Ship for World Youth and 7<sup>th</sup> Commonwealth Youth Forum. Alan also has grassroots experience with diverse communities through volunteering with the Queensland Program for Survivors of Torture and Trauma and by co-ordinating the Partners in Peace project, a socially innovative initiative for high school students from refugee backgrounds. Currently a medical student at the University of Queensland, Alan maintains a keen interest in community, rural and global health issues.

#### **Mrs Evelyn Pereira e Robertson (TAS)**

Mrs Robertson was born in Goa, India and is of Indian-Portuguese descent. She lived in Oman for 10 years before moving to Australian, and now calls Tasmania home. Mrs Robertson has a rich and diverse background living and working with people from a broad range of ethnic backgrounds. She has extensive experience working with migrant

communities through the St. Vincent de Paul Society and the Catholic Refugee Support Group (CRSG). Mrs Robertson is currently the District Registrar with the Civil Division of the Magistrates Court and the Registrar for the Anti-Discrimination Tribunal. She continues to work voluntarily for the CRSG through the Integrated Humanitarian Settlement Program which is involved in the settlement of new migrants in Australia. Mrs Robertson has also recently become involved in the establishment of the Global Vaddo Charitable Trust which provides free education to underprivileged children in India.

#### **SBS Foundation**

To better support Australian charities, the SBS Foundation was created in 2009 to be the custodian of more than \$2 million worth of television airtime to promote the work of a number of local charities.

In 2010 the SBS Foundation has supported 23 national and regional charities. The charities work with a diverse range of causes from cancer to mental illness as well as organisations that work with Indigenous communities and refugees. The arts sector and environmental charities are also represented.

- Amy Gillett Foundation
- Assistance Dogs Australia
- Asthma Foundation NSW
- Bookend Trust
- Breast Cancer Institute of Australia
- Girl Guides Australia
- Glycemic Index Foundation
- Headspace: National Youth Mental Health Foundation
- National Breast and Ovarian Cancer Centre (NBOCC)
- Prostate Cancer Foundation of Australia
- Reconciliation Australia
- Royal Institute for Deaf and Blind Children
- Save the Tasmanian Devil Appeal
- Spinal Injuries Association
- The Australian Literacy and Numeracy Foundation
- Topo Foundation for Education Ltd
- UNHCR The UN Refugee Agency Australia
- Whitelion Incorporated
- World Education Australia / Good Return

SBS has also chosen some regional partners to support throughout the year:

- Aussie Helpers Ltd
- Regional Public Galleries of NSW
- The Aged-care Rights Service

## **Gain support from community groups in delivery of SBS services**

### **Community engagement**

SBS began a program of audience and stakeholder research and a series of community consultations in the second half of 2009. The program evolved from early research to inform Audio and Language Content's radio reschedule and content planning, to encompass a wider remit to inform stakeholders of SBS's current status, its plans for the future, and to test reactions to SBS strategies to extend offerings to large language groups and high need migrants. SBS also produced pilot television news programs in four languages which it tested with stakeholders. The consultations were intensive and targeted at specific language groups as opposed to more general and broad community consultations.

In addition SBS engaged external market research companies to undertake focused qualitative research with selected communities to assess their engagement with Australian media and society.

The program consisted of:

- Eight stakeholder consultations in Sydney and Melbourne with selected large language groups – Mandarin, Arabic, Hindi and Italian. The consultation guests represented a broad mix of community representatives – heads of community organisations, business organisations, academics, men/women, students, the elderly, various religions, and the arts community. More than 130 opinion leaders took part.
- External focus groups with individuals from large language groups – Mandarin, Arabic, Hindi.
- External research with community leaders/service providers for the following high needs groups: the aged – Italian, German, Ukrainian, Lithuanian; and high needs migrants – Karen (Burma), Dinka (Sudan), Iraqi Arabic, and Dari (Afghanistan).
- External targeted focus groups with individuals from high need migrant groups: Dinka (Sudan) and Iraqi Arabic.
- Demographic research: internal, reviewed by the Australian National University.

### **Outside broadcasts**

SBS engages with local communities at community events and festivals through outside radio broadcasts (OBs) using our OB units (Sydney and Melbourne), promotional trailer (Sydney), and marquees (Sydney and Melbourne).

In 2009/10 SBS conducted the following OBs.

**NSW**

|   |                 |
|---|-----------------|
| Digital Radio Launch, Martin Place, Sydney            | 6-7 August 2009 |
| India Australia Fair, Homebush                        | 9 August        |
| Haldon St Festival, Lakemba                           | 15 August       |
| Uruguayan Festival, Fairfield                         | 30 August       |
| Brazilian Ritmo Festival, Darling Harbour             | 20 September    |
| Auburn Festival, Auburn                               | 26 September    |
| Cedars of Lebanon – Lebanon Carnival, Darling Harbour | 27 September    |
| Cabramatta Moon Festival, Cabramatta                  | 27 September    |
| Multicultural Eid Festival, Fairfield                 | 11 October      |
| Eid Festival, Fairfield                               | 29 November     |
| Polish Christmas, Darling Harbour                     | 6 December      |
| Korean Lunar New Year, Strathfield                    | 6 February      |
| Chinese New Year, Hurstville                          | 6 February      |
| Vietnamese Tet Festival, Fairfield                    | 19 February     |
| Lunar New Year Twilight Parade, Sydney                | 21 February     |
| Lunar New Year Dragon Boat Races, Darling Harbour     | 28 February     |
| Bielani Polish Festival, Colo                         | 7 March         |
| Ventana Chilian Festival, Market City, Sydney         | 13 March        |
| Little Portugal Festival, Petersham                   | 14 March        |
| Greek National Day, Sydney                            | 21 March        |
| Greek Festival, Darling Harbour                       | 21 March        |
| Sinhala New Year Celebration, Carlingford             | 18 April        |
| La Plaza de Mercado, Market City, Sydney              | 18 April        |

**Victoria**

|   |               |
|---|---------------|
| Moon Festival, Box Hill   | 13 October    |
| Fijian Independence Day, Box Hill   | 10 October    |
| Diwali Fair, Federation Square, Melbourne   | 11 October    |
| AMES (1st Birthday), Federation Square, Melbourne                                   | 17 October    |
| Eid Al-Fitr Festival, Broadmeadows  | 20 October    |
| Chilean Latin American Festival, Sandown  | 20 Sept       |
| Indonesian Festival, Federation Square, Melbourne                                   | 24/25 October |
| South Pacific Rugby Cup, Melbourne  | 24 October    |
| Berlin Mauer Party, St Kilda  | 9 November    |
| Polish Festival, Federation Square, Melbourne                                       | 21 November   |
| Thessaloniki Festival, Federation Square, Melbourne                                 | 21 November   |
| Albanian Flag Day, Footscray  | 6 December    |
| Epiphany Festival, Yarra Bay  | 10 January    |
| East Meets West Lunar New Year, Footscray   | 11 January    |
| Chinese New Year, Melbourne City  | 1 February    |
| Pako Festa (Cultural Festival), Geelong   | 2 February    |
| Lunar New Year, Box Hill  | 11 February   |
| Holland Festival, Sandown   | 11 February   |
| Thai Food Festival, Federation Square, Melbourne                                    | 21 March      |
| Greek Festival, Lonsdale Street, Melbourne  | 27 March      |
| Turkish 40 <sup>th</sup> Anniversary, Immigration Museum, Melbourne                 | 28 March      |
| Dutch Orange Day, Sandown   | 11 April      |
| Khmer New Year, Springvale  | 11 April      |
| German Film Festival, Toorak  | 22 April      |
| Japanese Annual Festival, Box Hill  | 17 May        |
| Buddha's Day Multicultural Festival Fed Square                                      | 22 May        |
| Cultural Diversity Week – Metropolitan Fire and Emergency Services Board, St Albans | 23 May        |
| Croatian Festival, Immigration Museum, Melbourne                                    | 27 June       |

**South Australia**

|  |            |
|--|------------|
| 60th Anniversary Czech Community, Adelaide | 7 November |
| WOMAdelaide, Adelaide                      | 7 March    |

## **Strengthen local and international partnerships**

- **Form creative relationships that deliver the best ideas and content across all SBS platforms.**
- **Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes.**

or series, generating both revenue and international recognition of SBS. SBS News and Current Affairs also continued its commercial relationship with National Indigenous Television (NITV) for NITV to broadcast episodes of *Living Black* and other relevant one-off special events.

SBS News and Current Affairs maintained significant program and content supply relationships with overseas broadcasters for the supply of news services for SBS's WorldWatch services.

### **Performance**

#### **SBS sources relevant and attractive content from the Australian independent production sector**

SBS Content (Television and Online) continues to source its Australian content from the Australian independent production sector, including through partnerships with Screen Australia and state funding bodies. Productions commissioned this year are set out in Appendix 11. In 2009/10 SBS commissioned a total of 164 hours of Australian drama, documentary and entertainment for production and development.

#### **New business opportunities are regularly sought**

SBS Content (Television and Online) continued to successfully leverage its investment in the independent production sector with federal and state film funding bodies, and some private equity, to support the production of Australian content for broadcast on SBS ONE, SBS TWO and on the SBS website. SBS Sport regularly pursues business opportunities for content rights deals.

#### **Extent to which partnerships provide financial, content and/or operational benefits**

SBS Content (Television and Online) continues to maintain its creative alliances with Screen Australia and the state film funding bodies. In 2009/10, across the documentary and drama commissioned slate SBS's average contribution towards the budget was 43 per cent with the balance being leveraged from Screen Australia, state film funds and the producer offset.

SBS News and Current Affairs maintained its commercial relationships with a number of overseas broadcasters for the broadcast of *Dateline* episodes

### **How We Have Achieved This Objective**

#### **Form creative relationships that deliver the best ideas and content across all SBS platforms**

SBS Content (Television and Online) has creative alliances with a large number of Australian independent producers together with its guild the Screen Producers Association of Australia. To enhance and develop these alliances, a number of initiatives were launched during the year, including:

- Secrets and Lives Series 2: a follow up to the successful documentary initiative which invited documentary makers to pitch to SBS and its key state funding partners Film Victoria, Screen NSW and Screen West.
- The Heritage Futures Cooperative Research Centre: SBS in conjunction with Screen Australia and the Heritage Futures Co-Op have agreed, in principle (and subject to government funding), to co-invest in certain documentary projects which tell the story of Australia's "hidden" heritage.

Previous initiatives including the Multicultural History initiative and the first season of Secrets and Lives initiatives have delivered a number of fresh commissions all with financial contributions from federal and state agencies.

SBS Content (Television and Online) continues to maintain its creative alliances with Screen Australia and the state film funding bodies. These alliances ensure that SBS commissions programs throughout Australia allowing us to draw from a wide range of talent and ideas.

## **Screen Australia**

### **Documentaries**

*Dying Days*  
*Firing the Magic Bullet*  
*Scarlet Road*  
*Ned's Head*  
*Forgotten Australians*  
*Trafficked: The Reckoning*  
*Tall Man*

### **Documentary series**

*The Real Fight Club*  
*The House of Food Obsessives*  
*Go Back to Where You Came From*  
*Dr Mary Goes Bush*  
*The Family*  
*Immigration Nation*  
*Who Do You Think You Are (Season 4)*  
*Sex: An Unnatural History*

### **Drama series**

*East West 101 (Series 3)*

## **Film Victoria**

### **Documentaries**

*Trafficked: The Reckoning*

### **Documentary series**

*The House of Food Obsessives*  
*Immigration Nation*

## **Screen NSW**

### **Documentaries**

*Firing the Magic Bullet*  
*Tall Man*

### **Documentary series**

*Comedy School*  
*Go Back to Where You Came From*  
*Sex: An Unnatural History*

### **Drama series**

*East West 101 (Series 3)*

## **Screen Queensland**

### **Documentaries**

*Tall Man*

## **Screen West**

### **Documentaries**

*Extreme Cleaners*  
*My Mum Talks to Aliens*  
*Ned's Head*

### **Documentary series**

*Dr Mary Goes Bush*  
*Who Do You Think You Are (Season 4)*

## **South Australian Film Corporation (SAFC)**

### **Comedy series**

*Danger 5*

## **Adelaide Film Festival (AFF)**

### **Documentaries**

*Tall Man*

### **Comedy series**

*Danger 5*

**Form partnerships that create revenue opportunities, cost efficiencies and other positive outcomes**

## **SBS News and Current Affairs**

SBS News and Current Affairs has established commercial relationships with TVNZ in New Zealand, Phoenix TV in Hong Kong and the Australia Network (that broadcast into Asia Pacific) for these networks to broadcast individual stories or whole series of *Dateline* to their audiences. This generates revenue for SBS, but also acknowledges the high standard and international recognition of the program and its appeal to audiences beyond Australia's shores.

SBS also has a commercial relationship with National Indigenous Television (NITV) for NITV to broadcast episodes of *Living Black*, as well as other one-off special events covered by the *Living Black* team during this past year, such as the broadcast of *The Deadlys*.

SBS News and Current Affairs maintains significant program and content supply relationships with overseas broadcasters for the supply of news services for SBS's WorldWatch service (see table below). In order to maintain such a network of international news sources, SBS operates one of the most complex broadcast communication systems in the world, accessing daily news material via 13 international satellites and two fibre-optic cables from London and Los Angeles, one fibre link from Perth and two weekly FTP transfers (Chile and Malta).

| Country     | Language   | Broadcaster                                | Origin    | Signal          |
|-------------|------------|--|-----------|-----------------|
| Chile       | Spanish    | Televisión Nacional de Chile (TVN)         | Santiago  | FTP             |
| China       | Mandarin   | China Central Television (CCTV)            | Beijing   | Satellite/Fibre |
| Croatia     | Croatian   | Hrvatska Radiotelevizija (HRT)             | Zagreb    | Satellite       |
| France      | French     | France Télévisions (FT2)                   | Paris     | Satellite/Fibre |
| Germany     | German     | Deutsche Welle (DW)                        | Berlin    | Satellite       |
| Germany     | English    | Deutsche Welle (DW)                        | Berlin    | Satellite       |
| Greece      | Greek      | Elliniki Radiofonia Tileórasí (ERT)        | Athens    | Satellite       |
| Hong Kong   | Cantonese  | TVB Jade                                   | Hong Kong | Satellite       |
| Hungary     | Hungarian  | Duna Television (DTV)                      | Budapest  | Satellite       |
| India       | Hindi      | New Delhi Television Limited (NDTV)        | New Delhi | Satellite/Fibre |
| Indonesia   | Indonesian | Televisi Republik Indonesia (TVRI)         | Jakarta   | Satellite       |
| Italy       | Italian    | Radiotelevisione Italiana (RAI)            | Rome      | Satellite       |
| Japan       | Japanese   | Nippon Hoso Kyokai (NHK)                   | Tokyo     | Satellite       |
| Korea       | Korean     | Yonhap Television News (YTN)               | Seoul     | Satellite       |
| Macedonia   | Macedonian | Makedonska radio-televizija (MRT)          | Skopje    | Satellite/Fibre |
| Malta       | Maltese    | Public Broadcasting Services (PBS)         | G'mangia  | FTP             |
| Netherlands | Dutch      | Nederlandse Omroep Stichting (NOS)         | Hilversum | Satellite       |
| Pakistan    | Urdu       | Pakistan Television Corporation (TVP)      | Islamabad | Satellite       |
| Philippines | Tagalog    | ABS-CBN Broadcasting Corporation (ABS-CBN) | Manila    | Satellite       |
| Poland      | Polish     | Telewizja Polsat                           | Warsaw    | Satellite/Fibre |
| Portugal    | Portuguese | Radio e Televisão de Portugal S.A. (RTP)   | Lisbon    | Satellite       |
| Russia      | Russian    | NTV Telekompania (NTV)                     | Moscow    | Satellite/Fibre |
| Serbia      | Serbian    | Radio-televizija Srbije (RTS)              | Belgrade  | Satellite/Fibre |
| Spain       | Spanish    | Radio Televisión Española (RTVE)           | Madrid    | Satellite       |
| Turkey      | Turkish    | Türkiye Radyo ve Televizyon Kurumu (TRT)   | Ankara    | Satellite       |
| UAE         | Arabic     | Dubai TV (DTV)                             | Dubai     | Satellite/Fibre |
| USA         | English    | Public Broadcasting Service (PBS)          | Wash. DC  | Satellite       |

### SBS Technology and Distribution

Considerable work was undertaken by SBS Technology and Distribution during the year in its negotiations with a variety of vendors for the provision of services and systems for SBS, including Optus and Telstra for telecommunications services, both terrestrial and satellite. Several new contracts have been finalised during the year including: with Optus for the delivery of the satellite solution for the remote areas; and Telstra for increased wide area network (WAN) connectivity.

SBS Technology and Distribution continues to enhance its innovative and productive partnering relationship with Broadcast Australia (SBS's major transmission provider). This partnership has now been established for six and a half years. A second Relationship Business Plan has been finalised which continues the previous theme of collaboration, transparency, rigour and accountability between the two organisations. The strength of the relationship was evidenced by the assistance provided by Broadcast Australia with SBS's 3D TV trial (see next).

### 3D TV trial

SBS, with the assistance of Broadcast Australia and in partnership with Sony and Harvey Norman, successfully conducted a 3D TV trial during the period 19 May to 19 July 2010. The trial was conducted in collaboration with the Nine Network, NBN Television Ltd and WIN Corporation, with the networks sharing the licenses and existing infrastructure. The transmission was made available in Adelaide, Brisbane, Melbourne, Perth, Sydney, Newcastle and Wollongong, and in regional areas via the Optus C1 satellite. SBS transmitted 15 live FIFA World Cup 2010 matches in 3D TV. These broadcasts were accessible to audiences with 3D capable digital television sets.

As one of the first networks in Australia to provide a 3D TV broadcast to Australian audiences SBS demonstrated its capacity for innovation. SBS used the trial to assess 3D TV technology and its ability to cater for emerging formats.

### SBS Radio

SBS Radio supports industry and community events and initiatives through media partnerships.

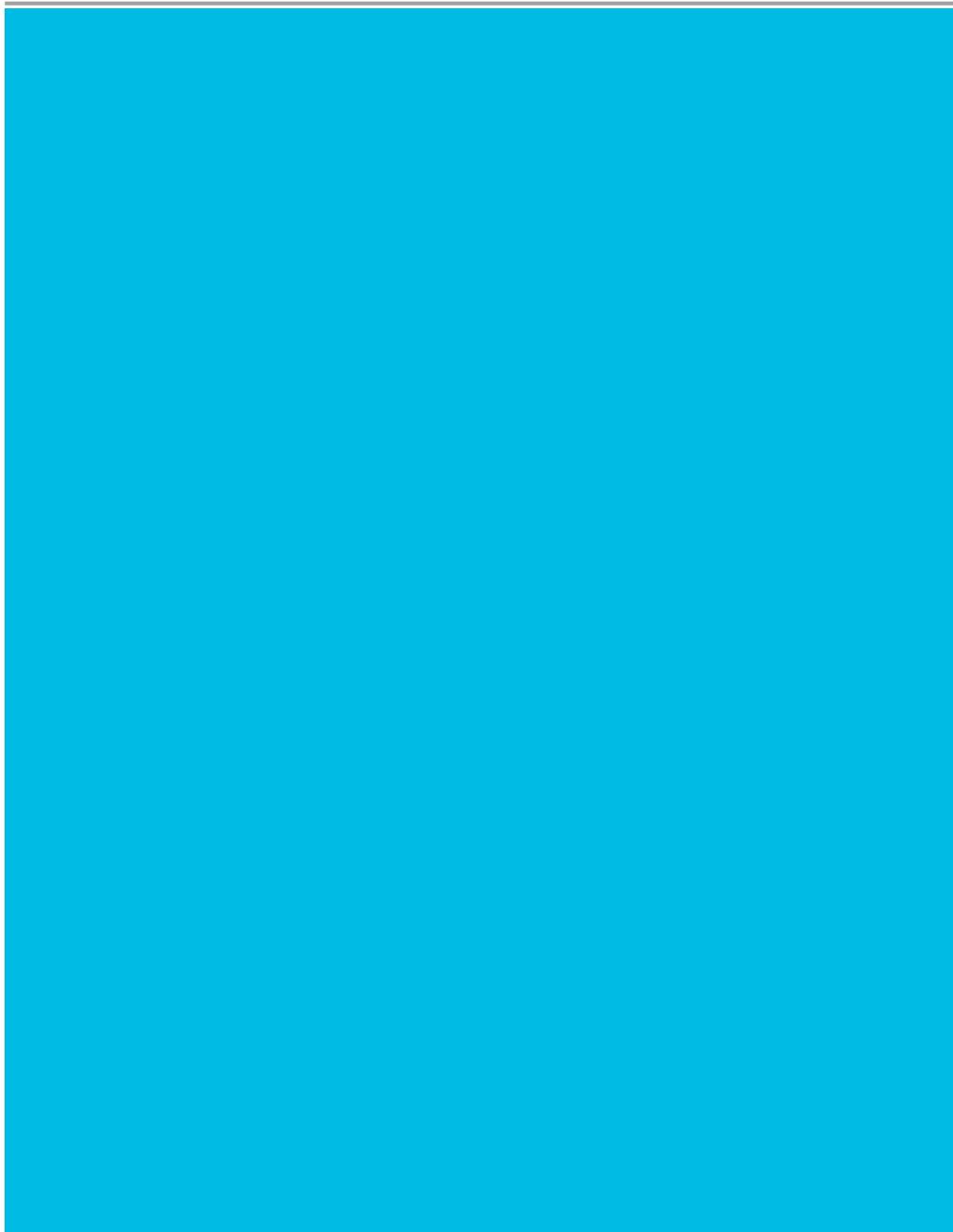
| Organisation / Event                           | Sector         | Region   |
|--|----------------|----------|
| 2010 Indian Film Festival – Beyond Bollywood   | Arts/Community | National |
| ACMI Correspondences                           | Arts           | Victoria |
| Antipodes Festival                             | Community      | Victoria |
| Auburn Festival                                | Community      | NSW      |
| Australasian World Music Festival              | Arts           | Victoria |
| Australian of the Year                         | Government     | National |
| Bairro Portuguese Festival                     | Community      | NSW      |
| Cabramatta Moon Festival                       | Community      | NSW      |
| Café Carnivale                                 | Arts           | NSW      |
| Chand Raat Eid Festival                        | Community      | NSW      |
| China Film Festival                            | Arts/Community | NSW      |
| Cinema Peroni Film Festival                    | Arts/Community | NSW      |
| City of Sydney Chinese New Year                | Government     | NSW      |
| Federation Square Light in Winter              | Arts           | Victoria |
| German Film Festival                           | Arts/Community | National |
| Haldon Street Festival                         | Community      | NSW      |
| Indonesian Film Festival                       | Arts/Community | Victoria |
| Journalism Conference, Melbourne University    | Government     | Victoria |
| Melbourne International Arts Festival          | Arts           | Victoria |
| Nepalese Festival                              | Arts/Community | NSW      |
| Next Wave Festival                             | Government     | National |
| Parramatta Lunar New Year                      | Community      | NSW      |
| Russian Resurrection Film Festival             | Arts/Community | National |
| Spanish Film Festival                          | Arts/Community | National |
| Sydney Festival                                | Arts           | NSW      |
| Sydney Royal Easter Show                       | Government     | NSW      |
| The Weird Mob Festival (Italian Film Festival) | Arts/Community | NSW      |
| Uniformed Services Expo                        | Community      | Victoria |
| Victorian Seniors Festival                     | Government     | Victoria |
| WOMADelaide 2010                               | Arts           | National |

### **SBS sponsorships**

SBS supports industry and community events and initiatives that are relevant to its programs and services through a number of sponsorships

- **Asia Pacific Broadcasting Union Prizes 2009:** Sponsorship of the 'TV-Youth Prize'.
- **Australian Business Arts Foundation:** Major Media Partner for AbaF National Awards.
- **Bangarra Dance Theatre:** Marketing partnership with SBS Television and SBS Radio; SBS brand on all print promotions for major Sydney premieres; benefit of hospitality and tickets to events.
- **Federal Parliamentary Press Gallery Charity Ball.**
- **Flickerfest International Short Film Festival:** Marketing partnership; SBS brand on all print and online promotions; SBS trailer aired at Sydney and regional screenings; sponsor of Short Film Award; benefit of tickets to all screenings.
- **Message Sticks Indigenous Film Festival:** Marketing partnership; SBS brand on all print and online promotions.
- **National Maritime Museum:** Marketing partnership with SBS Television and SBS Online; SBS brand on all Welcome Wall and Museum promotions, benefit of tickets to events and use of Museum venues.
- **Racism Revisited – Anti-racism Leadership and Practice National Symposium on Racism 2010:** Sponsorship.
- **Sydney Opera House:** Marketing and commercial partnership for major Sydney Opera House promotions and events; benefit of hospitality and tickets to events.
- **Sydney Festival:** Marketing partnership with SBS Radio; SBS brand on major print campaigns; benefit of hospitality and tickets to events.
- **Sydney Writers Festival:** Marketing partnership with SBS Television; SBS brand on all print and online promotions; SBS talent moderation opportunities.
- **SBS Youth Orchestra:** Marketing partnership for all SBS Youth Orchestra activities, including concerts. SBS receives naming rights and logo association on all communications.
- **United Nations Association of Australia Media Peace Awards Program:** Sponsorship of the major category 'Television' in News, Current Affairs and Documentary.
- **Walkley Awards for Excellence in Journalism:** Marketing partnership and sponsorship of the Walkley Award for Coverage of Indigenous Affairs; SBS brand on all print and online promotions.

## **Financial Statements**



## **Independent Auditor's Report**

To the Minister for Broadband, Communications  
and the Digital Economy



### **Scope**

I have audited the accompanying financial statements of the Special Broadcasting Service Corporation (the Corporation) and the consolidated entity for the year ended 30 June 2010, which comprise: a Statement by the Directors and Chief Financial Officer; Statements of Comprehensive Income; Balance Sheets; Statements of Changes in Equity; Cash Flow Statements; Schedules of Commitments; Schedules of Contingencies; Schedules of Asset Additions; and Notes to and forming part of the Financial Statements, including a Summary of Significant Accounting Policies. The consolidated entity comprises the Corporation and the entities it controlled at the year's end or from time to time during the financial year.

### **The Directors' Responsibility for the Financial Statements**

The directors are responsible for the preparation and fair presentation of the financial statements in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards (which include the Australian Accounting Interpretations). This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### **Auditor's Responsibility**

My responsibility is to express an opinion on the financial statements based on my audit. I have conducted my audit in accordance with the Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards. These auditing standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or

error. In making those risk assessments, the auditor considers internal control relevant to the Special Broadcasting Service Corporation's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Special Broadcasting Service Corporation's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

### **Independence**

In conducting the audit, I have followed the independence requirements of the Australian National Audit Office, which incorporate the requirements of the Australian accounting profession.

### **Auditor's Opinion**

In my opinion, the financial statements of the Special Broadcasting Service Corporation and the consolidated entity:

- a) have been prepared in accordance with the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, including the Australian Accounting Standards; and
- b) give a true and fair view of the matters required by the Finance Minister's Orders including the Special Broadcasting Service Corporation's and the consolidated entity's financial position as at 30 June 2010 and their financial performance and cash flows for the year then ended.

### **Australian National Audit Office**

A handwritten signature in black ink, appearing to read 'Warren J. Cochrane'.

Warren J. Cochrane  
Group Executive Director  
Delegate of the Auditor-General

Canberra  
18 August 2010

## **Statement by the Directors and Chief Financial Officer**

In our opinion, the attached financial statements for the year ended 30 June 2010 are based on properly maintained financial records and give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*, as amended.

In our opinion, at the date of this statement, there are reasonable grounds to believe that the Corporation will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the directors.



**Joseph Skrzynski AO**  
Chairman



**Shaun Brown**  
Managing Director



**Jonathan Torpy**  
Chief Financial Officer

18 August 2010

## Statement of Comprehensive Income

for the period ended 30 June 2010

|   | Notes     | Consolidated   |                | Corporation    |                |
|---|-----------|----------------|----------------|----------------|----------------|
|   |           | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Expenses</b>   |           |                |                |                |                |
| Employee benefits   | 5(a)      | 87,689         | 76,967         | 86,709         | 76,967         |
| Supplier expenses   | 5(d)      | 215,869        | 180,145        | 213,349        | 180,137        |
| Depreciation and amortisation   | 5(e)      | 8,223          | 6,486          | 8,129          | 6,486          |
| Finance costs   | 5(f)      | 1,319          | 778            | 1,254          | 778            |
| Write-down and impairment of assets   | 5(g)      | 584            | 181            | 268            | 181            |
| Foreign exchange losses (non-speculative)   |           | -              | 101            | -              | 101            |
| <b>Total expenses</b>   |           | <b>313,684</b> | <b>264,658</b> | <b>309,709</b> | <b>264,650</b> |
| <b>Less:</b>  |           |                |                |                |                |
| <b>Own-Source Income</b>  |           |                |                |                |                |
| <b>Own-source revenue</b>   |           |                |                |                |                |
| Sale of goods and rendering of services   | 6(a)      | 90,710         | 63,239         | 86,507         | 63,239         |
| Interest  | 6(b)      | 2,694          | 2,525          | 2,600          | 2,518          |
| Rental income   |           | 804            | 860            | 848            | 860            |
| Royalties   |           | 5,072          | 4,066          | 5,072          | 4,066          |
| Other   | 6(c)      | 7,837          | 7,159          | 7,837          | 7,159          |
| <b>Total own-source revenue</b>   |           | <b>107,117</b> | <b>77,849</b>  | <b>102,864</b> | <b>77,842</b>  |
| <b>Gains</b>  |           |                |                |                |                |
| Reversals of previous asset write-downs and impairments                                 | 6(d)      | 2<br>22        | 4<br>-         | 2<br>22        | 4<br>-         |
| Foreign exchange gains (non-speculative)  |           |                |                |                |                |
| <b>Total gains</b>  |           | <b>24</b>      | <b>4</b>       | <b>24</b>      | <b>4</b>       |
| <b>Total own-source income</b>  |           | <b>107,141</b> | <b>77,853</b>  | <b>102,888</b> | <b>77,846</b>  |
| <b>Net cost of services</b>   |           |                |                |                |                |
| Revenue from Government   | 7         | 207,141        | 190,293        | 207,141        | 190,293        |
| Share of surplus of associates and joint ventures accounted for using the equity method | 9(d)(iii) | 402            | 518            | -              | -              |
| <b>Surplus before income tax on continuing operations</b>                               |           | <b>1,000</b>   | <b>4,006</b>   | <b>320</b>     | <b>3,489</b>   |
| Income tax expense  | 8(a)      | 99             | -              | -              | -              |
| <b>Surplus after income tax on continuing operations</b>                                |           | <b>901</b>     | <b>4,006</b>   | <b>320</b>     | <b>3,489</b>   |
| <b>Surplus after income tax</b>   |           | <b>901</b>     | <b>4,006</b>   | <b>320</b>     | <b>3,489</b>   |
| <b>Surplus attributable to the Australian Government</b>                                |           |                |                |                |                |
|   |           | 901            | 4,006          | 320            | 3,489          |

The above statement should be read in conjunction with the accompanying notes.



| Notes   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Other Comprehensive Income</b>   |                |                |                |                |
| Changes in asset revaluation reserves                                       | 10(d)          | -              | 2,043          | -              |
| <b>Total other comprehensive income before income tax</b>                   |                | -              | 2,043          | -              |
| Income tax expense - other comprehensive income                             |                |                |                |                |
| <b>Total other comprehensive income after income tax</b>                    |                | -              | 2,043          | -              |
| <b>Total comprehensive income</b>   | 901            | 6,049          | 320            | 5,532          |
| <b>Total comprehensive income attributable to the Australian Government</b> | 901            | 6,049          | 320            | 5,532          |

There are no reclassification adjustments in 2010.

Details of changes in asset revaluation reserves in 2009 are disclosed in note 10(d) and the statement of changes in equity.

The above statement should be read in conjunction with the accompanying notes.

**Balance Sheet**  
as at 30 June 2010

|   | Notes     | Consolidated   |                | Corporation    |                |  |
|---|-----------|----------------|----------------|----------------|----------------|--|
|   |           | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |  |
| <b>Assets</b>                                     |           |                |                |                |                |  |
| <b>Financial assets</b>                           |           |                |                |                |                |  |
| Cash and cash equivalents                         | 9(a)      | 18,018         | 15,921         | 16,886         | 15,814         |  |
| Trade and other receivables                       | 9(b)      | 29,502         | 15,260         | 28,451         | 16,459         |  |
| Investments accounted for using the equity method | 9(d)(iii) | -              | 4,522          | -              | -              |  |
| Other investments                                 | 9(c)      | 35,498         | 28,370         | 34,598         | 28,370         |  |
| <b>Total financial assets</b>                     |           | <b>83,018</b>  | <b>64,073</b>  | <b>79,935</b>  | <b>60,643</b>  |  |
| <b>Non-financial assets</b>                       |           |                |                |                |                |  |
| Land and buildings                                | 10(a),(d) | 62,406         | 63,959         | 62,406         | 63,959         |  |
| Plant and equipment                               | 10(b),(d) | 28,829         | 21,887         | 28,234         | 21,887         |  |
| Intangibles                                       | 10(c),(d) | 15,287         | 13,106         | 12,687         | 13,106         |  |
| Inventories                                       | 10(e)     | 62,010         | 71,252         | 61,446         | 71,252         |  |
| Other non-financial assets                        | 10(f)     | 6,051          | 23,212         | 5,962          | 23,212         |  |
| <b>Total non-financial assets</b>                 |           | <b>174,583</b> | <b>193,416</b> | <b>170,735</b> | <b>193,416</b> |  |
| <b>Total Assets</b>                               |           | <b>257,601</b> | <b>257,489</b> | <b>250,670</b> | <b>254,059</b> |  |
| <b>Liabilities</b>                                |           |                |                |                |                |  |
| <b>Payables</b>                                   |           |                |                |                |                |  |
| Suppliers   | 11(a)     | 24,206         | 25,619         | 23,522         | 25,614         |  |
| Other payables                                    | 11(b)     | 25,454         | 30,233         | 23,590         | 30,233         |  |
| Current tax payable                               | 8(b)      | 6              | -              | -              | -              |  |
| Deferred tax liability                            | 8(c)      | 187            | -              | -              | -              |  |
| <b>Total payables</b>                             |           | <b>49,853</b>  | <b>55,852</b>  | <b>47,112</b>  | <b>55,847</b>  |  |
| <b>Interest bearing liabilities</b>               |           |                |                |                |                |  |
| Loans   | 12(a)     | 18,052         | 23,808         | 18,052         | 23,808         |  |
| <b>Total interest bearing liabilities</b>         |           | <b>18,052</b>  | <b>23,808</b>  | <b>18,052</b>  | <b>23,808</b>  |  |
| <b>Provisions</b>                                 |           |                |                |                |                |  |
| Employee provisions                               | 13(a)     | 23,849         | 17,842         | 23,665         | 17,842         |  |
| Other provisions                                  | 13(b)     | 1,321          | 1,252          | 1,321          | 1,252          |  |
| <b>Total provisions</b>                           |           | <b>25,170</b>  | <b>19,094</b>  | <b>24,986</b>  | <b>19,094</b>  |  |
| <b>Total Liabilities</b>                          |           | <b>93,075</b>  | <b>98,754</b>  | <b>90,150</b>  | <b>98,749</b>  |  |
| <b>Net Assets</b>                                 |           | <b>164,526</b> | <b>158,735</b> | <b>160,520</b> | <b>155,310</b> |  |
| <b>Equity</b>                                     |           |                |                |                |                |  |
| Contributed equity                                |           | 90,046         | 85,156         | 90,046         | 85,156         |  |
| Reserves  |           | 39,986         | 39,986         | 39,986         | 39,986         |  |
| Retained surplus                                  |           | 34,494         | 33,593         | 30,488         | 30,168         |  |
| <b>Total Equity</b>                               |           | <b>164,526</b> | <b>158,735</b> | <b>160,520</b> | <b>155,310</b> |  |

The above statement should be read in conjunction with the accompanying notes.

## Statement of Changes in Equity

for the year ended 30 June 2010

|  | Retained Earnings |                | Asset Revaluation Reserve |                | Contributed Equity/Capital |                | Total Equity   |                |
|--|-------------------|----------------|---------------------------|----------------|----------------------------|----------------|----------------|----------------|
|  | 2010<br>\$'000    | 2009<br>\$'000 | 2010<br>\$'000            | 2009<br>\$'000 | 2010<br>\$'000             | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>(Consolidated)</b>  |                   |                |                           |                |                            |                |                |                |
| <b>Opening Balance</b>   |                   |                |                           |                |                            |                |                |                |
| Balance carried forward from previous period                     | 33,593            | 29,587         | 39,986                    | 37,943         | 85,156                     | 82,570         | 158,735        | 150,100        |
| <b>Comprehensive income</b>                                      |                   |                |                           |                |                            |                |                |                |
| Other comprehensive income                                       |                   |                |                           |                |                            |                |                |                |
| <i>Revaluation adjustment</i>                                    |                   |                |                           |                |                            |                |                |                |
| – Increase in asset  | -                 | -              | -                         | 2,144          | -                          | -              | -              | 2,144          |
| – Decrease/(increase) in provision for makegood                  | -                 | -              | -                         | (101)          | -                          | -              | 901            | (101)          |
| Surplus for the period   | 901               | 4,006          | -                         | -              | -                          | -              | 901            | 4,006          |
| <b>Total comprehensive income of which:</b>                      | <b>901</b>        | <b>4,006</b>   | <b>-</b>                  | <b>2,043</b>   | <b>-</b>                   | <b>-</b>       | <b>901</b>     | <b>6,049</b>   |
| <b>Attributable to the Australian Government</b>                 | <b>901</b>        | <b>4,006</b>   | <b>-</b>                  | <b>2,043</b>   | <b>-</b>                   | <b>-</b>       | <b>901</b>     | <b>6,049</b>   |
| <b>Transactions with owners</b>                                  |                   |                |                           |                |                            |                |                |                |
| <i>Contributions by owners</i>                                   |                   |                |                           |                |                            |                |                |                |
| Equity injection   | -                 | -              | -                         | -              | 4,890                      | 2,586          | 4,890          | 2,586          |
| <b>Sub-total transactions with owners</b>                        | <b>-</b>          | <b>-</b>       | <b>-</b>                  | <b>-</b>       | <b>4,890</b>               | <b>2,586</b>   | <b>4,890</b>   | <b>2,586</b>   |
| <b>Closing balance at 30 June</b>                                | <b>34,494</b>     | <b>33,593</b>  | <b>39,986</b>             | <b>39,986</b>  | <b>90,046</b>              | <b>85,156</b>  | <b>164,526</b> | <b>158,735</b> |
| <b>Closing balance attributable to the Australian Government</b> | <b>34,494</b>     | <b>33,593</b>  | <b>39,986</b>             | <b>39,986</b>  | <b>90,046</b>              | <b>85,156</b>  | <b>164,526</b> | <b>158,735</b> |

The Corporation acquired 100% ownership of PAN TV Ltd on 4 November 2009 (through its fully owned subsidiary MST Ltd). The consolidated entity's surplus of \$0.901m in 2010 (\$4.006m in 2009) includes all the profits from PAN TV Ltd from the date of acquisition on 4 November 2009. It also includes 40% of profits from PAN TV Ltd from 1 July 2009 to the date of acquisition (\$0.402m share of surplus of associates using the equity method). Details of the acquisition are in notes 9(d) and 10(c) and 10(d).

In 2009, the Corporation revalued all its plant and equipment (see note 10(d)) which resulted in an asset revaluation reserve increment of \$2.144m. The decrease of \$0.101m in equity in 2009 relates to the provision for makegood (restoration costs) of the Corporation's leasehold improvements at Federation Square on expiry of the lease (in 2017). This provision was revised upwards (by \$0.101m) as a result of the lower discount rate (interest) applicable to the anticipated payment in 2017. This increase in the provision for makegood in 2009 resulted in a corresponding decrease in the Corporation's asset revaluation reserve (for leasehold improvements) at 30 June 2009.

The above statement should be read in conjunction with the accompanying notes.

**Cash Flow Statement**  
for the year ended 30 June 2010

|   |           | Consolidated     |                  | Corporation      |                  |
|---|-----------|------------------|------------------|------------------|------------------|
|   | Notes     | 2010<br>\$'000   | 2009<br>\$'000   | 2010<br>\$'000   | 2009<br>\$'000   |
| <b>Operating Activities</b>                             |           |                  |                  |                  |                  |
| <b>Cash received</b>                                    |           |                  |                  |                  |                  |
| Goods and services                                      |           | 84,423           | 70,543           | 78,698           | 70,543           |
| Receipts from Government                                | 7         | 206,981          | 191,459          | 206,981          | 191,459          |
| Interest  |           | 4,123            | 4,365            | 4,069            | 4,358            |
| Dividends   | 9(d)(iii) | 855              | -                | -                | -                |
| Net GST received  |           | 10,062           | 12,555           | 9,988            | 12,555           |
| <b>Total cash received</b>                              |           | <b>306,444</b>   | <b>278,922</b>   | <b>299,736</b>   | <b>278,915</b>   |
| <b>Cash used</b>  |           |                  |                  |                  |                  |
| Employees   |           | (81,888)         | (74,995)         | (80,886)         | (74,995)         |
| Suppliers   |           | (196,872)        | (217,403)        | (193,546)        | (217,394)        |
| Borrowing costs   |           | (1,168)          | (626)            | (1,168)          | (626)            |
| Other – return of appropriation                         |           | (1,166)          | (1,423)          | (1,166)          | (1,423)          |
| Net GST paid  |           | (340)            | -                | -                | -                |
| Income taxes paid                                       |           | (324)            | -                | -                | -                |
| <b>Total cash used</b>                                  |           | <b>(281,758)</b> | <b>(294,447)</b> | <b>(276,766)</b> | <b>(294,438)</b> |
| <b>Net cash from (used by) operating activities</b>     | 14        | <b>24,686</b>    | <b>(15,525)</b>  | <b>22,970</b>    | <b>(15,523)</b>  |
| <b>Investing Activities</b>                             |           |                  |                  |                  |                  |
| <b>Cash received</b>                                    |           |                  |                  |                  |                  |
| Proceeds from sales of property,<br>plant and equipment |           | 2                | -                | -                | -                |
| Investments   |           | 89,971           | 6,550            | 89,012           | 6,550            |
| <b>Total cash received</b>                              |           | <b>89,973</b>    | <b>6,550</b>     | <b>89,012</b>    | <b>6,550</b>     |
| <b>Cash used</b>  |           |                  |                  |                  |                  |
| Purchase of property, plant and equipment               | 10(d)     | (11,293)         | (11,769)         | (11,169)         | (11,769)         |
| Purchase of business unit (goodwill)                    | 9(d)      | (3,600)          | (4,000)          | (3,600)          | (4,000)          |
| Investments   | 9(c)      | (97,109)         | (1,818)          | (95,286)         | (1,818)          |
| Contingent consideration paid (in escrow)               | (i)       | (706)            | -                | -                | -                |
| <b>Total cash used</b>                                  |           | <b>(112,708)</b> | <b>(17,587)</b>  | <b>(110,055)</b> | <b>(17,587)</b>  |
| <b>Net cash from (used by) investing activities</b>     |           | <b>(22,735)</b>  | <b>(11,037)</b>  | <b>(21,043)</b>  | <b>(11,037)</b>  |

The above statement should be read in conjunction with the accompanying notes.

**Cash Flow Statement (Cont.)**  
for the year ended 30 June 2010

| Notes   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Financing Activities</b>   |                |                |                |                |
| <b>Cash received</b>  |                |                |                |                |
| Proceeds from borrowings  | 12(a)          | –              | 15,000         | –              |
| Contributed equity  |                | 4,890          | 2,586          | 4,890          |
| <b>Total cash received</b>  |                | 4,890          | 17,586         | 4,890          |
| <b>Cash used</b>  |                |                |                |                |
| Repayment of borrowings   | 12(a)          | (5,745)        | (2,587)        | (5,745)        |
| <b>Total cash used</b>  |                | (5,745)        | (2,587)        | (5,745)        |
| <b>Net cash from (used by) financing activities</b>                 |                | (855)          | 14,999         | (855)          |
| <b>Net increase (decrease) in cash held</b>                         |                | 1,096          | (11,563)       | 1,072          |
| Cash from acquisition of entity                                     | (i)            | 1,001          | –              | –              |
| Cash and cash equivalents at the beginning of the reporting period  |                | 15,921         | 27,484         | 15,814         |
| <b>Cash and cash equivalents at the end of the reporting period</b> | 9(a)           | 18,018         | 15,921         | 16,886         |
|   |                |                |                | 15,814         |

(i) The consideration paid on acquisition of PAN TV Ltd on 4 November 2009 by MST Ltd (the Corporation's controlled entity) consisted of a cash payment of \$4.717m which was paid by PAN TV Ltd on behalf of MST Ltd immediately on acquisition, and an additional \$1.000m contingent payment to be paid by PAN TV Ltd on behalf of MST Ltd in an escrow account over a period. Of this contingent amount payable, \$0.200m was paid immediately on acquisition, and subsequently \$0.706m has been paid to 30 June 2010.

PAN TV Ltd's cash balance on acquisition was \$1.001m.

The above statement should be read in conjunction with the accompanying notes.

## Schedule of Commitments

as at 30 June 2010

|  | Notes | Consolidated   |                | Corporation    |                |  |
|--|-------|----------------|----------------|----------------|----------------|--|
|  |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |  |
| <b>By Type</b>                           |       |                |                |                |                |  |
| <b>Commitments receivable</b>            |       |                |                |                |                |  |
| Transmission facilities                  | (i)   | 458,619        | 525,882        | 458,619        | 525,882        |  |
| Operating leases                         | (ii)  | 1,801          | 1,987          | 1,801          | 1,987          |  |
| Advertising and sponsorship              |       | 13,660         | 12,192         | 13,660         | 12,192         |  |
| Services to related corporations         |       | 80             | 66             | 80             | 66             |  |
| Other commitments                        | (iii) | 62,273         | 66,326         | 62,268         | 66,321         |  |
| <b>Total commitments receivable</b>      |       | <b>536,433</b> | <b>606,453</b> | <b>536,428</b> | <b>606,448</b> |  |
| <b>Capital commitments payable</b>       |       |                |                |                |                |  |
| Land and buildings                       |       | 22             | –              | 22             | –              |  |
| Infrastructure, plant and equipment      |       | 2,346          | 4,062          | 2,346          | 4,062          |  |
| <b>Total capital commitments payable</b> |       | <b>2,368</b>   | <b>4,062</b>   | <b>2,368</b>   | <b>4,062</b>   |  |
| <b>Other commitments payable</b>         |       |                |                |                |                |  |
| Transmission facilities                  | (i)   | 650,386        | 684,939        | 650,386        | 684,939        |  |
| Operating leases                         | (ii)  | 13,905         | 18,158         | 13,874         | 18,104         |  |
| Other commitments                        | (iii) | 78,475         | 69,158         | 77,723         | 69,158         |  |
| <b>Total other commitments payable</b>   |       | <b>742,766</b> | <b>772,255</b> | <b>741,983</b> | <b>772,201</b> |  |
| <b>Net commitments by type</b>           |       | <b>208,701</b> | <b>169,864</b> | <b>207,923</b> | <b>169,815</b> |  |

NB: Commitments are GST inclusive where relevant.

- (i) Transmission facilities commitments include future expenditure and amounts receivable for digital transmission services.
- (ii) **Nature of lease**
  - Leases for office accommodation:
  - Leases of computer equipment:
  - Leases of motor vehicles:

**General description of leasing arrangement:**  
 Lease payments are subject to annual increases in line with the Consumer Price Index or Market Value. The leases are renewable. The leases for computer equipment are for a period of three or four years. Options to extend leased terms are available at discounted prices.  
 No contingent rentals exist, and no renewal or purchase options are available.
- (iii) As at 30 June 2010, other commitments comprises amounts in respect of program, production, operational costs, and net GST recoverable from the taxation authority, which relate to these commitments.

The above schedule should be read in conjunction with the accompanying notes.

**Schedule of Commitments (Cont.)**  
as at 30 June 2010

|   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>By Maturity</b>                            |                |                |                |                |
| <b>Commitments receivable</b>                 |                |                |                |                |
| <b>Operating leases receivable</b>            |                |                |                |                |
| One year or less                              | 813            | 755            | 813            | 755            |
| From one to five years                        | 988            | 1,232          | 988            | 1,232          |
| Over five years                               | -              | -              | -              | -              |
| <b>Sub-total operating leases receivable</b>  | <b>1,801</b>   | <b>1,987</b>   | <b>1,801</b>   | <b>1,987</b>   |
| <b>Other commitments receivable</b>           |                |                |                |                |
| One year or less                              | 85,529         | 83,161         | 85,524         | 83,156         |
| From one to five years                        | 279,947        | 279,931        | 279,947        | 279,931        |
| Over five years                               | 169,156        | 241,374        | 169,156        | 241,374        |
| <b>Sub-total other commitments receivable</b> | <b>534,632</b> | <b>604,466</b> | <b>534,627</b> | <b>604,461</b> |
| <b>Total commitments receivable</b>           | <b>536,433</b> | <b>606,453</b> | <b>536,428</b> | <b>606,448</b> |
| <b>Capital commitments payable</b>            |                |                |                |                |
| One year or less                              | 2,368          | 4,062          | 2,368          | 4,062          |
| From one to five years                        | -              | -              | -              | -              |
| Over five years                               | -              | -              | -              | -              |
| <b>Total capital commitments payable</b>      | <b>2,368</b>   | <b>4,062</b>   | <b>2,368</b>   | <b>4,062</b>   |
| <b>Operating leases payable</b>               |                |                |                |                |
| One year or less                              | 2,414          | 3,732          | 2,383          | 3,692          |
| From one to five years                        | 8,217          | 10,002         | 8,217          | 9,998          |
| Over five years                               | 3,274          | 4,424          | 3,274          | 4,424          |
| <b>Total operating leases payable</b>         | <b>13,905</b>  | <b>18,158</b>  | <b>13,874</b>  | <b>18,104</b>  |
| <b>Other commitments payable</b>              |                |                |                |                |
| One year or less                              | 137,718        | 135,296        | 136,966        | 135,296        |
| From one to five years                        | 373,040        | 375,054        | 373,040        | 375,054        |
| Over five years                               | 218,103        | 243,747        | 218,103        | 243,747        |
| <b>Total other commitments payable</b>        | <b>728,861</b> | <b>754,097</b> | <b>728,109</b> | <b>754,097</b> |
| <b>Net commitments by maturity</b>            | <b>208,701</b> | <b>169,864</b> | <b>207,923</b> | <b>169,815</b> |

The above schedule should be read in conjunction with the accompanying notes.

## Schedule of Contingencies

as at 30 June 2010

|                                     | Consolidated   |                | Corporation    |                |
|-------------------------------------|----------------|----------------|----------------|----------------|
|                                     | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Contingent assets</b>            |                |                |                |                |
| Claims for damages or costs         | –              | –              | –              | –              |
| <b>Total Contingent Assets</b>      | <b>–</b>       | <b>–</b>       | <b>–</b>       | <b>–</b>       |
| <b>Contingent liabilities</b>       |                |                |                |                |
| Claims for damages or costs         | –              | –              | –              | –              |
| <b>Total Contingent Liabilities</b> | <b>–</b>       | <b>–</b>       | <b>–</b>       | <b>–</b>       |
| <b>Net Contingent Liabilities</b>   | <b>–</b>       | <b>–</b>       | <b>–</b>       | <b>–</b>       |

### Quantifiable contingencies

The Corporation has no quantifiable contingent asset or liability at 30 June 2010.

### Unquantifiable and remote contingencies

The Corporation has no unquantifiable or remote contingencies at 30 June 2010.

The above schedule should be read in conjunction with the accompanying notes.

## **Schedule of Asset Additions**

for the year ended 30 June 2010

The following non-financial non-current assets were added in 2009-10:

|  | Land   | Buildings | Plant & Equipment | Goodwill | Other Intangibles | Total  |
|--|--------|-----------|-------------------|----------|-------------------|--------|
|  | \$'000 | \$'000    | \$'000            | \$'000   | \$'000            | \$'000 |
| By purchase - Government funding           | –      | 676       | 11,542            | –        | 519               | 12,737 |
| By purchase - other                        | –      | –         | –                 | –        | –                 | –      |
| From acquisition of entities or operations | –      | –         | 616               | 2,254    | 353               | 3,223  |
| <b>Total additions</b>                     | –      | 676       | 12,158            | 2,254    | 872               | 15,960 |

The following non-financial non-current assets were added in 2008-09:

|  | Land   | Buildings | Plant & Equipment | Goodwill | Other Intangibles | Total  |
|--|--------|-----------|-------------------|----------|-------------------|--------|
|  | \$'000 | \$'000    | \$'000            | \$'000   | \$'000            | \$'000 |
| By purchase - Government funding           | –      | 128       | 12,876            | –        | 1,031             | 14,035 |
| By purchase - other                        | –      | –         | –                 | –        | –                 | –      |
| From acquisition of entities or operations | –      | –         | –                 | 9,243    | –                 | 9,243  |
| <b>Total additions</b>                     | –      | 128       | 12,876            | 9,243    | 1,031             | 23,278 |

The above schedule should be read in conjunction with the accompanying notes.

## **Index to the Notes to the Financial Statements**

for the year ended 30 June 2010

| <b>Note</b> | <b>Description</b>   |
|-------------|--|
| 1.          | Summary of significant accounting policies                       |
| 2.          | Adoption of new Australian Accounting Standards                  |
| 3.          | Economic dependency  |
| 4.          | Events after balance sheet date                                  |
| 5.          | <b>Operating expenses</b>  |
|             | 5(a) Employee benefits and average staffing level                |
|             | 5(b) Executive remuneration                                      |
|             | 5(c) Remuneration of directors and related party disclosures     |
|             | 5(d) Suppliers   |
|             | 5(e) Depreciation and amortisation                               |
|             | 5(f) Finance costs   |
|             | 5(g) Write-down and impairment of assets                         |
| 6.          | <b>Own-source income</b>   |
|             | 6(a) Sale of goods and rendering of services                     |
|             | 6(b) Interest  |
|             | 6(c) Other revenue   |
|             | 6(d) Reversals of previous asset write-downs and impairments     |
| 7.          | <b>Revenue from Government</b>                                   |
| 8.          | <b>Income tax</b>  |
|             | 8(a) Income tax expense  |
|             | 8(b) Current tax payable   |
|             | 8(c) Deferred tax liabilities                                    |
|             | 8(d) Movement in temporary differences during the year           |
| 9.          | <b>Financial assets</b>  |
|             | 9(a) Cash and cash equivalents                                   |
|             | 9(b) Trade and other receivables                                 |
|             | 9(c) Investments   |
|             | 9(d) Other investments   |
| 10.         | <b>Non-financial assets</b>                                      |
|             | 10(a) Land and buildings   |
|             | 10(b) Plant and equipment  |
|             | 10(c) Intangible assets  |
|             | 10(d) Analysis of property, plant and equipment, and intangibles |
|             | 10(e) Inventories  |
|             | 10(f) Other non-financial assets                                 |
| 11.         | <b>Payables</b>  |
|             | 11(a) Suppliers  |
|             | 11(b) Other payables   |
| 12.         | <b>Interest bearing liabilities</b>                              |
|             | 12(a) Loans  |
| 13.         | <b>Provisions</b>  |
|             | 13(a) Employee provisions  |
|             | 13(b) Other provisions   |
| 14.         | <b>Cash flow reconciliation</b>                                  |
| 15.         | <b>Reporting of outcomes</b>                                     |
| 16.         | <b>Financial instruments</b>                                     |
|             | 16(a) Categories of financial instruments                        |
|             | 16(b) Net income and expenses from financial assets              |
|             | 16(c) Net income and expenses from financial liabilities         |
|             | 16(d) Fair values of financial instruments                       |
|             | 16(e) Credit risk  |
|             | 16(f) Market risk  |
|             | 16(g) Liquidity risk   |
| 17.         | <b>Contingent liabilities and assets</b>                         |



## 1. Summary of significant accounting policies

### (a) Basis of preparation of the financial statements

The financial statements and notes are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* (CAC Act) and are general purpose financial statements.

The financial statements have been prepared in accordance with the Finance Minister's Orders (FMOs) for the reporting periods ending on or after 1 July 2009, and Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board (AASB), that apply for the reporting period.

The financial statements have been prepared on an accrual basis, and are in accordance with historical cost convention, except for certain assets at fair value (see note 10). Except where stated, no allowance is made for the effect of changing prices on the results or the financial position.

Unless an alternative treatment is specifically required by an accounting standard or the FMOs, assets and liabilities are recognised in the balance sheet when and only when it is probable that future economic benefits will flow to the entity and the amounts of the assets or liabilities can be reliably measured. However, assets and liabilities arising under agreements equally proportionately unperformed are not recognised unless required by an accounting standard. Liabilities and assets that are unrealised are reported in the schedule of commitments and the schedule of contingencies.

Unless an alternative treatment is specifically required by an accounting standard, income and expenses are recognised in the statement of comprehensive income when, and only when, the flow, consumption or loss of economic benefits has occurred and can be reliably measured.

### (b) Principles of consolidation

The consolidated financial statements are those of the economic entity comprising the Special Broadcasting Service Corporation (the Corporation), its wholly owned subsidiary Multilingual Subscriber Television Ltd (MST Ltd), and (from 2010) PAN TV Ltd. In 2010, MST Ltd fully acquired PAN TV Ltd (on 4 November 2009). In 2010 PAN TV Ltd has been accounted for in

line with AASB 3 “Business Combinations”, and consolidated in line with AASB 127 “Consolidated and Separate Financial Statements” from the date of acquisition. The effect of all transactions within the economic entities and inter-entity balances are eliminated in full. The excess of purchase consideration for the acquisition of PAN TV Ltd over the fair value of its net identifiable assets on acquisition (\$2.254m) has been recognised as goodwill - see notes 10(c) and 10(d).

In 2009 the equity method of accounting was applied in respect of the then associated company PAN TV Ltd (in line with AASB 128 “Investments in Associates”). Associated companies are those companies over which the economic entity exercises significant influence but not control.

Using the equity method, the Corporation recognised (through its controlled entity, MST Ltd) the share of profit/(loss) of its then associate company, PAN TV Ltd (40%). Equity information for 2009 is disclosed in note 9(d)(iii). In 2010, MST Ltd equity accounted its investment in PAN TV Ltd up to the date of acquisition. From the date of acquisition, PAN TV Ltd's results were fully consolidated through its subsidiary MST Ltd. The investment in PAN TV Ltd has been restated to fair value - see note 9(d). On consolidation, PAN TV Ltd's net assets are recognised and the investment eliminated.

### (c) Equity accounting of joint ventures

The equity method of accounting is applied in respect of joint ventures in line with AASB 131 “Interest in Joint Ventures” and the FMOs.

In 2009 the Corporation (SBS) and the Australian Broadcasting Corporation (ABC) formed a joint venture company “National DAB Licence Company Ltd” (50% interest each) to purchase and manage the “category 3” Digital Radio multiplex transmitter licence for digital radio broadcasting.

The requirement for the national broadcasters to share and manage jointly their digital radio broadcast licence is mandated by the “Broadcasting Legislation Amendment (Digital Radio) Act 2007”. However, contracts and commitments for digital radio transmission and distribution are entered into by the Corporation in its own right. The Corporation's commitments are included in the schedule of commitments. As



at 30 June 2010 the joint venture company has no contingent liabilities. It has not made, nor is expected to make any material profit/(loss) in 2010 or in future years.

Equity information is disclosed in note 9(d)(iv).

**(d) Significant accounting judgements and estimates**

The economic entity has made the following judgements that have the most significant impact on the amounts recorded in the financial statements:

- The fair value of net assets of PAN TV Ltd, on full acquisition of 100% of its shares by MST Ltd on 4 November 2009, has been valued at \$7.274m - see note 9(d). The Corporation previously owned 40% of PAN TV Ltd through its wholly owned subsidiary MST Ltd.

In 2010, an amount of \$0.364m (2009: \$1.166m) was estimated as the amount to be returned to the Consolidated Revenue Fund in line with Government policy to fund only the amounts required for the conversion to digital transmission - see note 11(b)(i).

The fair value of plant and equipment has been taken to be the depreciated replacement cost of similar properties as determined by an independent valuer. In some instances, the Corporation's properties are used for specific purposes and may in fact realise more or less in the market.

No accounting assumptions or estimates have been identified that have a significant risk of causing a material adjustment to carrying amounts of assets and liabilities within the next accounting period.

**(e) Statement of compliance**

The financial statements comply with Australian Accounting Standards, which include Australian Equivalents to International Financial Reporting Standards (AIFRSs).

Australian Accounting Standards also require a statement of compliance with International Financial Reporting Standards (IFRSs) to be made where the financial statements comply with these standards. Some Australian equivalents to IFRSs and other Australian Accounting Standards contain requirements specific to not-for-profit entities that are inconsistent with IFRS requirements. The Corporation is a not-for-profit entity and

has applied these requirements, so while these financial statements comply with Australian Accounting Standards including AIFRSs, it cannot state that it complies with IFRSs.

**(f) Reporting of outcomes**

The results of the outcome specified in the Appropriation Acts relevant to the Corporation are presented in note 15.

**(g) Revenue from Government**

Funding received or receivable from the Department of Finance and Deregulation (appropriated as a CAC Act body payment item for payment to the Corporation) is recognised as Revenue from Government unless it is in the nature of an equity injection or a loan, or relate to amounts returned or payable to the Consolidated Revenue Fund in accordance with FMOs. The full amount received in respect of departmental outputs in 2010 is disclosed in note 7.

In 2010, in line with Government policy to fund only amounts required for the conversion to digital transmission, an amount of \$0.364m (2009: \$1.166m) was recognised as unearned revenue from Government - see note 11(b)(i).

Amounts received as equity injections are recognised as increases in "Contributed Equity". All equity injections have been fully drawn down. Loans received from Government are recognised as increases in borrowings when received - see note (v) below.

**(h) Resources received free of charge**

Services received free of charge are recognised as revenues where their fair value can be reliably measured. Use of the resources is recognised as an expense. In 2010 no resources were provided free of charge (2009: nil).

**(i) Gains and other revenue**

All revenues from the sales of goods and services relate to the core operating activities of the Corporation and the economic entity.

All other operating revenues arise from non-core operating activities, except funds received for analogue extensions which are also included in other operating revenue - see note 1(j).

Revenue from the sale of goods and services is recognised when the economic entity has passed control of the goods to the buyer.



Revenue from the rendering of a service is recognised by reference to the stage of completion of the contract or other agreement.

Interest revenue is recognised using the effective interest method in line with AASB 139 "Financial Instruments: Recognition and Measurement".

Gains from the disposal of assets are recognised when control of the asset has passed to the buyer.

**(j) Other payables**

Prepayments received, which affect more than one financial period are matched with the related costs and recognised in the period to which they relate.

In 2000, the Corporation received \$70,000 million from the TV Fund and \$3,400 million (from Government appropriation) to provide analogue extensions to regional Australia over the next twelve years. In 2005, the Corporation received a further \$4,606 million to extend analogue services to regions with a population of 3,000 to 5,000, and also received \$0.125 million under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. An additional amount of \$0.125 million was received in 2008 under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. The amounts received, including interest accrued on these amounts, are recognised as revenue when related expenditure is incurred. Refer to notes 5(d), 6(c) and 9(c)(i).

**(k) Employee benefits**

*(i) Provision for long service leave*

The provision for long service leave is measured at the present value of estimated future cash flows to be made in respect of all employees at 30 June 2010. In determining the present value of the liability, attrition rates and pay increases have been taken into account. Amounts for which the Corporation expects to have no unconditional right to defer settlement within twelve months are shown as a current liability.

*(ii) Provision for annual leave*

Provision is made for the value of benefits accrued as at reporting date and includes the annual leave bonus component payable in accordance with the SBS Award. The amounts expected to be payable within twelve months are shown as a current liability, and

measured at their nominal amounts. The nominal amount is calculated having regard to the rates expected to be paid on settlement of the liability. No annual leave benefit has been assessed as payable after twelve months.

*(iii) Provision for separation and redundancy*

Provision is made for separation and redundancy payments to employees identified at the reporting date, which can be reliably measured (\$3.925m in 2010; Nil in 2009). When applicable, the Corporation formally identifies the terminations and informed those employees affected that it will carry out the terminations. The provision does not include long service leave or annual leave paid on termination. These are included in the respective provisions.

*(iv) Sick leave*

No provision is made for sick leave in the financial statements as sick leave taken by employees is expected to be less than future benefits. This assessment is made for all employees on a group basis.

*(v) Provision for superannuation on accrued annual and long service leave*

Provision is made for recognition of employer (including CSS, PSS and PSSap) superannuation contributions payable in respect of accrued leave liabilities. The provision is calculated using a percentage of employer superannuation contributions on accrued leave estimated to be taken during the employees' period of service, and is applied to accrued leave liabilities - refer to note 1(l) below.

**(l) Superannuation**

*(i)* Employees of the Corporation contribute directly to either (a) the Commonwealth Superannuation Scheme (CSS), (b) the Public Sector Superannuation Scheme (PSS), or (c) from 1 July 2005 new employees may elect to contribute to the Public Sector Superannuation Accumulation Plan (PSSap), by way of fortnightly salary deductions.

*(ii)* Employees of the Corporation are employed under Section 54 of the *Special Broadcasting Service Act 1991*. The Corporation is required to contribute the employer component of the Superannuation Schemes. In 2010, employer



contribution rates were 16.6% of salary (CSS), 11.8% of salary (PSS), and 15.4% for the Public Sector Superannuation Accumulation Plan (PSSap). From 1 July 2010 this will change to 14.5% for CSS and 11.7% for PSS (PSSap will remain the same at 15.4%).

- (iii) The CSS and PSS schemes are defined benefit plans, which are accounted for as such at the whole-of-Government level. The Corporation, however, accounts for payments to these schemes as defined contributions plans as per the FMOs. The actuarial risk (shortfall risk) does not fall on the Corporation. Entities participating in the PSS and CSS Schemes are included in the Department of Finance and Deregulation's financial statements.
- (iv) The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the *Special Broadcasting Service Act 1991*, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of contract - see note 5(d).

**(m) Cash and cash equivalents**

Cash and cash equivalents include cash on hand and any short term deposits held at call with a bank or financial institution, and excludes amounts invested on long-term deposits not immediately required for operational expenditure - see note 1(n).

**(n) Financial instruments**

The economic entity has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV Fund to meet expenditure to 2012). They are held-to-maturity investments (term deposits) which are measured at amortised cost using the effective interest method - see note 16.

**(o) Acquisition of assets**

Assets acquired are recorded at the cost on acquisition, being the purchase consideration determined as at the date of acquisition.

**(p) Intangible assets and property, plant and equipment**

*Asset recognition threshold*

Items are classified as non-current assets when:

- (i) the cost of acquisition is in excess of \$2,000 (unless they form part of a group of similar items which are significant);
- (ii) they are non-consumable in nature; and
- (iii) the estimated useful life is in excess of 12 months.

*Revaluations*

The Corporation implements revaluations of all property, plant and equipment at fair value (except for computer software - see further below), in accordance with AASB 116 "Property, Plant and Equipment". The revaluations are implemented with sufficient frequency to ensure that the carrying amounts of assets do not materially differ from the assets' fair values as at the reporting date. The regularity of independent valuations depends upon the volatility of movements in market values for the relevant assets.

An annual assessment is made each year to ensure that the carrying amount of assets is not materially different from fair valuation as at balance date.

Revaluation adjustments are made on a class basis. All non-current assets are at independent valuation (see note 10(d)), except for computer software. In accordance with AASB 116, intangibles are carried at cost as no active market exists for the Corporation's intangible assets.

*Depreciation*

Property, plant and equipment, other than freehold land, is depreciated over their estimated useful lives to the economic entity using the straight line method of depreciation.

Depreciation/amortisation rates (useful lives) and methods were reviewed during the 2009-10 financial year.

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in note 5(e).

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as part of the capitalised cost of the leasehold improvements to be amortised.



Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

| Class of non financial asset                    | 2009-2010     | Avg | 2008-2009     | Avg |
|---|---------------|-----|---------------|-----|
| Buildings                                       | 40 years      | 40  | 40 years      | 40  |
| Leasehold improvements                          | Lease term    | 15  | Lease term    | 15  |
| Plant and equipment                             | 3 to 20 years | 7   | 3 to 20 years | 7   |
| Intangibles (excluding goodwill – see note (q)) | 5 to 7 years  | 6   | 5 to 7 years  | 6   |

Intangible assets (computer software) are amortised on a straight line basis over their estimated useful lives.

*Impairment of non-current assets*

All assets were assessed for impairment as at 30 June 2010. Where indications of impairment exist, the asset's recoverable amount is estimated, and an impairment adjustment made if the asset's recoverable amount is less than its carrying amount. The recoverable amount is the higher of its fair value less costs to sell and its "value in use" (or "depreciated replacement cost" if the future economic benefit of the asset is not primarily dependent on the asset's ability to generate cash flows, and the asset would be replaced by the Corporation if deprived of the asset). For the purposes of goodwill impairment testing, a "cash-generating unit" (CGU), comprising the smallest group of assets to which goodwill can be allocated, is identified and tested for impairment as a group.

In 2010, after writing off a number of assets identified as obsolete and/or disposed, no indicators of impairment were found for the Corporation's assets (at fair value or at cost) - see note 5(g).

**(q) Other intangible assets (goodwill) and program amortisation**

(i) *Goodwill*

Goodwill is recognised on purchase of a business unit in accordance with AASB 3 *"Business Combinations"*. In 2009, goodwill of \$9.243m was recognised following the restructure of the media representation function of the Corporation (previously outsourced) and acquisition of a business unit.

In line with AASB 3 *"Business Combinations"*, goodwill was recognised as the difference between the purchase consideration and the fair value of identifiable net assets. Goodwill is not amortised but is assessed annually for impairment (based on the net present value of future net cash inflows) - see note 10(c).

(ii) *Program amortisation*

Overseas program purchases are amortised on a straight line basis over the shorter of three years or licence period (for movies), or over the shorter period of two years or licence period (for documentaries and other overseas purchased programs). Locally commissioned programs are valued at cost, and amortised on a straight line basis over the shorter of four years or licence period.

Some programs are fully amortised in the current period or over a period of one year less than their licence period.

**(r) Taxation**

The Corporation is not subject to income tax. Its controlled entities, MST Ltd and PAN TV Ltd, are subject to income tax - see note 8.

The Corporation and its controlled entities, MST Ltd and PAN TV Ltd, are subject to fringe benefits tax (FBT) and goods and services tax (GST) - see note 1(s) below.

**(s) Goods and Services Tax**

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

(i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of



an asset or as part of an item of expense; or  
(ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

**(t) Foreign Currency**

The financial statements are presented in Australian dollars, and transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in the statement of comprehensive income.

**(u) Receivables**

Credit terms for receivables for goods and services are net 45 days for television advertising debtors and 30 days for other debtors. An allowance for doubtful debts, based on a review of all outstanding amounts, is raised at year end. Bad debts are written off during the period in which they are identified.

**(v) Loans**

Bank loans and loans from the Government are recognised at their principal amounts. Interest and borrowing costs are expensed as incurred.

In 2009 the Corporation received a loan of \$15m to offset the cashflow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting. In 2002, the Corporation received \$24m of loan funding to refinance the balance of an existing loan - see note 12(a).

**(w) Finance Costs**

All finance costs are expensed as incurred. The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. This obligation is recognised as a liability for the cost of restoration at the end of the term, and is discounted to its net present value. The increase in the net present value through the passage of time, or "unwinding" of the discounted value", is recognised as a finance cost - see note 5(f)(i).

**(x) Trade Creditors**

Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised

to the extent that the goods or services have been received, irrespective of having been invoiced. Settlement is usually made net 30 days.

**(y) Comparative figures**

Comparative figures are, where applicable, restated to reflect the current year presentation of the financial statements.

**(z) Leases**

A distinction is made between finance leases and operating leases. Finance leases effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased non-current assets. An operating lease is a lease that is not a finance lease. In operating leases, the lessor effectively retains substantially all such risks and benefits. Operating lease payments are expensed on a straight line basis which is representative of the pattern of benefits derived from the leased assets.

**(aa) Rounding**

The financial statements are presented with values rounded to the nearest thousand dollars unless otherwise specified.

## 2. Adoption of new Australian Accounting Standards

**Adoption of new Australian Accounting Standard requirements**

Of the new standards, amendments to standards and interpretations issued by the Australian Accounting Standards Board that are applicable in 2009-10, none has been assessed as having a material financial impact on the Corporation and its controlled entities.

- AASB 101 "Presentation of Financial Statements" and AASB 1049 "Whole of Government and General Government Sector Financial Reporting". This standard introduces the notion of a 'complete set of financial statements', which alters the structure of the financial statements and replaces the balance sheet with a statement of financial position and replaces the income statement with a statement of comprehensive income. The statement of comprehensive income includes all income and expense items, including those previously recognised in equity, such as asset revaluation increments. The Corporation has elected to retain the 'balance sheet' consistent



with the requirements of the Finance Minister's Orders (FMOs).

As a result of this standard, AASB 2007-8 Amendments to Australian Accounting Standards arising from AASB 101 and AASB 2008-9 Amendments to AASB 1049 for Consistency with AASB 101 were also issued and apply to reporting periods beginning on or after 1 January 2009 and have been adopted, as appropriate.

- AASB 2007-6 Amendments to Australian Accounting Standards arising from AASB 123 and AASB 2009-1 Amendments to Accounting for Borrowing Costs of Not-for-Profit Public Sector Entities. AASB 2007-6 removed the option of expensing borrowing costs related to the qualifying assets of for profit entities. Not-for-profit public sector entities may elect to recognise borrowing costs as expenses in the period in which they are incurred regardless of how the borrowings are applied. AASB 2009-1 includes the option for not-for profit public sector entities to expense borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset. This amendment has not impacted on the Corporation in 2010, however the Corporation is now required to expense borrowing costs in accordance with the standard and the requirements of the FMOs.
- AASB 2008-5 Amendments to Australian Accounting Standards arising from the Annual Improvements Project [AASB 5, 7, 101, 102, 107, 108, 110, 116, 118, 119, 120, 123, 127, 128, 129, 131, 132, 134, 136, 138, 139, 140, 141, 1023 and 1038]. These amendments are mandatory for reporting periods beginning on or after 1 January 2009. There are many changes that affect a number of standards. The changes applicable to the Corporation include amending the classification requirements of current assets and current liabilities to be when assets are expected to be realised within 12 months and liabilities expected to be settled within 12 months and have been incorporated in the financial statements, as appropriate.
- ASB 2009-2 Amendments to Australian Accounting Standards – Improving Disclosures about Financial Instruments arising from AASB 7. The amendment to the standard requires additional disclosure on the fair value measurement of financial instruments, including disclosure within a three-level hierarchy including quoted prices in active markets, valuation methodology using

inputs observable in active markets and valuation methodology using unobservable inputs (specific additional disclosure is also required for this level). Enhanced disclosure on liquidity risk is required, primarily a separate liquidity risk analysis for derivative and non-derivative financial liabilities. It applies to reporting periods starting on or after 1 January 2009 and has been incorporated in the financial statements, as appropriate.

#### **Future Australian Accounting Standard requirements**

The following new standards, amendments to standards or interpretations have been issued by the AASB but are effective for future reporting periods. It is estimated that the impact of adopting these pronouncements, when effective, will not have a material financial impact on the Corporation's financial statements.

- AASB 9 "*Financial Instruments*" is the first part of Phase 1 of the International Accounting Standards Board's project to replace IAS 39 "*Financial Instruments: Recognition and Measurement*" (AASB 139 "*Financial Instruments: Recognition and Measurement*"). This standard will apply to reporting periods beginning on or after 1 January 2013. The standard will include changes to classification and measurement, impairment methodology and hedge accounting measures including reducing the categories of financial assets to two: amortised cost and fair value. The Corporation will be required to classify its held-to-maturity investments and loans and receivables at "amortised cost". The Corporation has elected not to early adopt this standard to be consistent with the current FMOs.
- AASB 2009-11 Amendments to the Australian Accounting Standards arising from AASB 9 [AASB 1, 3, 4, 5, 7, 101, 102, 108, 112, 118, 121, 127, 128, 131, 132, 136, 139, 1023, 1038 and Interpretations 10 and 12]. The amendments to these standards arise from the issue of AASB 9 "*Financial Instruments*" as discussed above that sets out requirements for the classification and measurement of financial assets. This standard applies to annual reporting periods beginning on or after 1 January 2013. As the Corporation has chosen not to early adopt AASB 9 the amendments to these standards will also not be early adopted.
- AASB 124 "*Related Party Disclosures*". This standard will apply to reporting periods beginning



on or after 1 January 2011. The standard has been modified to simplify and clarify the definition of a related party and partial exemptions have been included for government-related entities. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMOs.

- AASB 2009-5 Further Amendments to Australian Accounting Standards arising from the Annual Improvements Process. This amendment provides for changes to presentation, disclosure, recognition and measurement to a number of standards. The main changes affecting the Corporation include changes to AASB 117 “Leases” which requires leases that include both land and buildings elements to be assessed separately for classification of each element as a finance lease or an operating lease while changes to AASB 107 “Statement of Cash Flows” require only expenditures that result in a recognised asset in the balance sheet to be classified as investing activities. This standard is applicable to reporting periods beginning on or after 1 January 2011. The Corporation has chosen not to early adopt this standard to remain consistent with the current FMOs.
- AASB 2010-4 Further Amendments to the Australian Accounting Standards arising from the Annual Improvements Project [AASB 1, 7, 101, 134 and Interpretation 13]. The main amendments that affect the Corporation include removing the requirement to disclose each item of other comprehensive income in the statement of changes in equity and to disclose only other comprehensive income and changes to the fair value measurement of award credits under customer loyalty programmes. The amendments are applicable for reporting periods beginning on or after 1 January 2011. The Corporation has elected not to early adopt this standard to remain consistent with the current FMOs.

There are other changes proposed to the Australian Accounting Standards but these are not expected to have a material impact on the Corporation's reporting in future periods.

### 3. Economic dependency

The economic entity is dependent on Parliamentary appropriations to be viable as a going concern. It is an Australian Government controlled entity. The objective of the economic entity is to meet the following outcome:

**Outcome 1: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia’s multicultural society.**

### 4. Events after balance sheet date

No event has occurred after balance sheet date that has impacted materially (financial or otherwise) on the Corporation and its controlled entities.



## 5. Operating expenses

|  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010           | 2009           | 2010           | 2009           |
| <b>5(a) Employee benefits and average staffing level</b>   |                |                |                |                |
| Average staffing level<br>The average staffing levels for the consolidated entity and the Corporation during the year were | 849            | 809            | 834            | 809            |
| Notes  | Consolidated   |                | Corporation    |                |
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Employee benefits</b>   |                |                |                |                |
| Wages and salaries   | 65,301         | 59,136         | 64,321         | 59,136         |
| Superannuation (Defined Contribution Plans)  | 1(l)           | 9,458          | 9,078          | 9,458          |
| Leave and other entitlements   | 1(k)           | 8,894          | 8,639          | 8,894          |
| <b>Total basic remuneration for services provided</b>  | <b>83,653</b>  | <b>76,853</b>  | <b>82,673</b>  | <b>76,853</b>  |
| <b>Other employee benefits</b>   |                |                |                |                |
| Separations and redundancies   | 4,036          | 114            | 4,036          | 114            |
| <b>Total employee benefits</b>   | <b>87,689</b>  | <b>76,967</b>  | <b>86,709</b>  | <b>76,967</b>  |

### 5(b) Executive remuneration

"Senior executives" are persons engaged by the economic entity who are concerned in, or take part in, the management of the Corporation or economic entity, other than those who are also directors of the Corporation, whose remuneration is included in note 5(c).

|   | Consolidated |             | Corporation |             |
|---|--------------|-------------|-------------|-------------|
|   | 2010         | 2009        | 2010        | 2009        |
| <b>Senior executives</b>                            |              |             |             |             |
| Total remuneration in respect of senior executives: | \$1,950,720  | \$2,349,187 | \$1,950,720 | \$2,349,187 |



5(b) Executive remuneration (Cont.)

|   | Senior executives |                |                |                |
|---|-------------------|----------------|----------------|----------------|
|   | Economic entity   |                | Corporation    |                |
|   | 2010<br>Number    | 2009<br>Number | 2010<br>Number | 2009<br>Number |
| The number of senior executives whose total remuneration was between: |                   |                |                |                |
| less than \$145,000 *   | -                 | -              | -              | -              |
| \$220,000 - \$234,999   | 1                 | -              | 1              | -              |
| \$235,000 - \$249,999   | -                 | 1              | -              | 1              |
| \$250,000 - \$264,999   | -                 | 1              | -              | 1              |
| \$265,000 - \$279,999   | -                 | 1              | -              | 1              |
| \$280,000 - \$294,999   | -                 | 2              | -              | 2              |
| \$310,000 - \$324,999   | 1                 | 1              | 1              | 1              |
| \$325,000 - \$339,999   | 2                 | 1              | 2              | 1              |
| \$340,000 - \$354,999   | 1                 | 1              | 1              | 1              |
| \$385,000 - \$399,999   | 1                 | -              | 1              | -              |

\* Excluding acting arrangements and part-year service.

**Total expenses recognised in relation to Senior Executive employment**

|   |                    |                    |                    |                    |
|---|--------------------|--------------------|--------------------|--------------------|
| Short-term employee benefits:             |                    |                    |                    |                    |
| Salary (including accrued annual leave)   | \$1,418,822        | \$1,679,247        | \$1,418,822        | \$1,661,225        |
| Performance bonus                         | \$180,377          | -                  | \$180,377          | -                  |
| Other short-term allowances               | \$144,973          | \$248,498          | \$144,973          | \$266,520          |
| <b>Total short-term employee benefits</b> | <b>\$1,744,172</b> | <b>\$1,927,745</b> | <b>\$1,744,172</b> | <b>\$1,927,745</b> |
| Superannuation (post-employment benefits) | \$179,718          | \$387,740          | \$179,718          | \$387,740          |
| Other long-term benefits                  | \$26,830           | \$33,702           | \$26,830           | \$33,702           |
| <b>Total</b>                              | <b>\$1,950,720</b> | <b>\$2,349,187</b> | <b>\$1,950,720</b> | <b>\$2,349,187</b> |



**5(b) Executive remuneration (Cont.)**

**Salary packages for senior executives**

Average annualised remuneration packages for senior executives

|                       | As at 30 June 2010 |             |                               | As at 30 June 2009 |             |                               |
|-----------------------|--------------------|-------------|-------------------------------|--------------------|-------------|-------------------------------|
|                       | Number             | Base salary | Total remuneration package ** | Number             | Base salary | Total remuneration package ** |
| less than \$145,000 * | -                  | -           | -                             | -                  | -           | -                             |
| \$250,000 - \$264,999 | -                  | -           | -                             | 1                  | \$189,009   | \$264,500                     |
| \$280,000 - \$294,999 | -                  | -           | -                             | 1                  | \$233,945   | \$293,250                     |
| \$295,000 - \$309,999 | 2                  | \$240,918   | \$301,990                     | -                  | -           | -                             |
| \$310,000 - \$324,999 | 1                  | \$257,615   | \$322,920                     | 3                  | \$236,059   | \$312,800                     |
| \$325,000 - \$339,999 | 1                  | \$224,232   | \$330,096                     | 1                  | \$164,038   | \$333,500                     |
| \$340,000 - \$354,999 | 1                  | \$192,306   | \$346,840                     | -                  | -           | -                             |
| \$370,000 - \$384,999 | -                  | -           | -                             | 1                  | \$254,130   | \$382,500                     |
| \$385,000 - \$399,999 | 1                  | \$219,467   | \$396,000                     | 1                  | \$217,861   | \$390,000                     |

\* Excluding acting arrangements and part-year service.

\*\* Non-salary elements available to senior executives include:

- (a) Performance bonus
- (b) Living away from home allowance
- (c) Superannuation

**5(c) Remuneration of directors and related party disclosures**

**Directors**

Remuneration of directors includes the remuneration of senior executives who are also directors of the Corporation (excluding acting arrangements). It does not include remuneration of directors of the Corporation's controlled entities MST Ltd and PAN TV Ltd, whose remuneration is reported as senior executives in note 5(b). They received no additional remuneration from MST Ltd or PAN TV Ltd for their duties in relation to the controlled entities.

|   | Consolidated |           | Corporation |           |
|---|--------------|-----------|-------------|-----------|
|   | 2010         | 2009      | 2010        | 2009      |
| Total remuneration in respect of directors: | \$798,869    | \$723,376 | \$798,869   | \$723,376 |



**5(c) Remuneration of directors and related party disclosures (Cont.)**

|   | Directors       |                |                |                |
|---|-----------------|----------------|----------------|----------------|
|   | Economic entity |                | Corporation    |                |
|   | 2010<br>Number  | 2009<br>Number | 2010<br>Number | 2009<br>Number |
| The number of directors whose total remuneration was between: |                 |                |                |                |
| Nil - \$14,999  | 1               | 2              | 1              | 2              |
| \$15,000 - \$29,999   | 5               | 5              | 5              | 5              |
| \$30,000 - \$44,999   | 2               | 1              | 2              | 1              |
| \$45,000 - \$59,999   | 1               | 1              | 1              | 1              |
| \$495,000 - \$509,999   | -               | 1              | -              | 1              |
| \$525,000 - \$539,999   | 1               | -              | 1              | -              |

The following persons held positions as directors of the Corporation during 2009-10:

|   |  |
|---|--|
| Joseph Skrzynski AO (Chairman from 17 December 2009)                  | Elleni Beredet-Samuel                      |
| Carla Zampatti AC (ceased as Chairman & Director on 16 December 2009) | Jillian Broadbent AO                       |
| Gerald Stone (Deputy Chairman)  | Robert Cronin                              |
| Shaun Brown (Managing Director)                                       | Bulent Hass Dellal OAM - began 3 June 2010 |
| Patricia Azarias  | Christopher Pearson                        |

**Transactions with other related parties**

Transactions with other related parties are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favourable than those available to other parties.

| Notes                 |                                       | Consolidated   |                | Corporation    |                |
|-----------------------|---------------------------------------|----------------|----------------|----------------|----------------|
|                       |                                       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>5(d) Suppliers</b> |                                       |                |                |                |                |
|                       | <b>Goods</b>                          |                |                |                |                |
|                       | Amortisation of program acquisitions  | 1(q)           | 16,419         | 9,914          | 16,322         |
|                       | Amortisation of commissioned programs | 1(q)           | 25,002         | 20,499         | 25,002         |
|                       | Other program purchases               |                | 26,866         | 9,885          | 26,866         |
|                       | Materials and minor items             |                | 3,632          | 3,737          | 3,632          |
|                       | Office supplies                       |                | 1,289          | 1,152          | 1,289          |
|                       | <b>Sub-total goods</b>                |                | 73,208         | 45,187         | 73,111         |
|                       |                                       |                |                |                | 45,187         |



|  | Notes | Consolidated   |                | Corporation    |                |  |
|--|-------|----------------|----------------|----------------|----------------|--|
|  |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |  |
| <b>5(d) Suppliers (Cont.)</b>  |       |                |                |                |                |  |
| <b>Services</b>  |       |                |                |                |                |  |
| Broadcasting facilities  |       | 79,496         | 76,853         | 79,496         | 76,853         |  |
| Administrative expenses  |       | 35,832         | 34,325         | 33,438         | 34,322         |  |
| Operating lease rentals  | (ii)  | 2,310          | 2,174          | 2,310          | 2,174          |  |
| Workers' compensation premiums   |       | 278            | 245            | 278            | 245            |  |
| Analogue extensions  | 1(l)  | 6,669          | 6,519          | 6,669          | 6,519          |  |
| Contract staff   | 1(l)  | 14,681         | 12,548         | 14,681         | 12,548         |  |
| Production services  |       | 3,269          | 2,189          | 3,269          | 2,189          |  |
| Audit fees   | (i)   | 126            | 105            | 97             | 100            |  |
| <b>Sub-total services</b>  |       | <b>142,661</b> | <b>134,958</b> | <b>140,238</b> | <b>134,950</b> |  |
| <b>Total goods and services</b>  |       | <b>215,869</b> | <b>180,145</b> | <b>213,349</b> | <b>180,137</b> |  |
| (i) Audit fees   |       |                |                |                |                |  |
| Fees for services paid or payable to the Auditor-General for auditing the economic entity's financial statements for the reporting period were \$126,100 (2009: \$104,632). No other services were provided during the reporting period. |       |                |                |                |                |  |
| Provision of goods - related entities  |       | -              | -              | -              | -              |  |
| Provision of goods - external entities   |       | 73,208         | 45,187         | 73,111         | 45,187         |  |
| Rendering of services - controlled company   |       | -              | -              | 1,791          | -              |  |
| Rendering of services - other related entities   |       | 2,125          | 1,316          | 2,096          | 1,311          |  |
| Rendering of services - external entities  |       | 137,948        | 131,223        | 133,763        | 131,220        |  |
| <b>Sub-total supplier expenses</b>   |       | <b>213,281</b> | <b>177,726</b> | <b>210,761</b> | <b>177,718</b> |  |
| Operating lease rentals  | (ii)  | 2,310          | 2,174          | 2,310          | 2,174          |  |
| Workers' compensation premiums   |       | 278            | 245            | 278            | 245            |  |
| <b>Total goods and services</b>  |       | <b>215,869</b> | <b>180,145</b> | <b>213,349</b> | <b>180,137</b> |  |
| (ii) Operating lease rentals comprise minimum lease payments only.   |       |                |                |                |                |  |
| <b>5(e) Depreciation and amortisation</b>  |       |                |                |                |                |  |
| <b>Depreciation</b>  |       |                |                |                |                |  |
| Infrastructure, plant and equipment  |       | 5,049          | 3,504          | 4,981          | 3,504          |  |
| Buildings  |       | 2,229          | 2,163          | 2,229          | 2,163          |  |
| <b>Total depreciation</b>  |       | <b>7,278</b>   | <b>5,667</b>   | <b>7,210</b>   | <b>5,667</b>   |  |
| <b>Amortisation</b>  |       |                |                |                |                |  |
| Intangibles – contract rights (controlled company)   | 10(c) | 26             | -              | -              | -              |  |
| Intangibles – computer software  |       | 919            | 819            | 919            | 819            |  |
| <b>Total amortisation</b>  |       | <b>945</b>     | <b>819</b>     | <b>919</b>     | <b>819</b>     |  |
| <b>Total depreciation and amortisation</b>   |       | <b>8,223</b>   | <b>6,486</b>   | <b>8,129</b>   | <b>6,486</b>   |  |



**5(e) Depreciation and amortisation (Cont.)**

| Notes   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| The aggregate amounts of depreciation and amortisation expensed for each class of depreciable asset are as follows: |                |                |                |                |
| Buildings on freehold land  | 1,535          | 1,534          | 1,535          | 1,534          |
| Leasehold improvements  | 694            | 629            | 694            | 629            |
| Plant and equipment   | 5,049          | 3,504          | 4,981          | 3,504          |
| Intangibles - computer software   | 919            | 819            | 919            | 819            |
| Intangibles - contract rights (controlled company)  | 26             | -              | -              | -              |
| <b>Total depreciation and amortisation</b>  | <b>8,223</b>   | <b>6,486</b>   | <b>8,129</b>   | <b>6,486</b>   |

**5(f) Finance costs**

|                                    |       |              |            |              |            |
|------------------------------------|-------|--------------|------------|--------------|------------|
| Loans from Government              | 12(a) | 1,184        | 706        | 1,184        | 706        |
| Unwinding of discount              | (i)   | 70           | 72         | 70           | 72         |
| Other interest payments            | (ii)  | 65           | -          | -            | -          |
| <b>Total finance costs expense</b> |       |              |            |              |            |
|                                    |       | <b>1,319</b> | <b>778</b> | <b>1,254</b> | <b>778</b> |

- (i) The "unwinding of discount" relates to the increase in provision for restoration costs ("makegood" leasehold improvements at Federation Square, at the end of the lease term), as the discounted net present value increases, through the passage of time.
- (ii) Other interest payments relate to finance costs relating to advances received by the Corporation's subsidiary to start up a new arts channel.

**5(g) Write-down and impairment of assets**

|   |      |            |            |            |            |
|---|------|------------|------------|------------|------------|
| <b>Financial assets</b>                             |      |            |            |            |            |
| Write-down of investment in PAN TV Ltd              | (i)  | 258        | -          | -          | -          |
| Receivables   |      |            |            |            |            |
| Goods and services - bad debts written off          |      |            |            |            |            |
|   | 160  | 53         | 160        | 53         |            |
| <b>Sub-total write-down of financial assets</b>     |      | <b>418</b> | <b>53</b>  | <b>160</b> | <b>53</b>  |
| <b>Non-financial assets</b>                         |      |            |            |            |            |
| Plant and equipment – write-offs                    | 1(p) | 166        | 128        | 108        | 128        |
| <b>Sub-total write-down of non-financial assets</b> |      | <b>166</b> | <b>128</b> | <b>108</b> | <b>128</b> |
| <b>Total write-down and impairment of assets</b>    |      | <b>584</b> | <b>181</b> | <b>268</b> | <b>181</b> |



**5(g) Write-down and impairment of assets (Cont.)**

**Impairment testing of cash-generating units containing goodwill**

For the purpose of impairment testing, there is one cash-generating unit (CGU) to which each goodwill component has been allocated - for each goodwill recognised on two separate business acquisitions (in 2009 and 2010).

In line with AASB 136 “*Impairment of Assets*”, goodwill of \$2.254m (recognised on acquisition of PAN TV Ltd by the Corporation’s controlled entity MST Ltd) has been assessed as the fair value of the PAN TV Ltd’s net assets less costs to sell. Goodwill of \$9.243m (recognised on purchase of a business unit in 2009) has been assessed on the basis of its “value in use” or net future cash inflows generated by its CGU. Goodwill has been assessed as not impaired as at 30 June 2010.

**6. Own-source income**

|   | Notes | Consolidated   |                | Corporation    |                |
|---|-------|----------------|----------------|----------------|----------------|
|   |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>6(a) Sale of goods and rendering of services</b> |       |                |                |                |                |
| Provision of goods:                                 |       |                |                |                |                |
| Sale of programs and merchandise                    |       | 2,268          | 1,337          | 2,268          | 1,337          |
| Rendering of services                               |       | 88,442         | 61,902         | 84,239         | 61,902         |
| <b>Total sales of goods and services</b>            |       | <b>90,710</b>  | <b>63,239</b>  | <b>86,507</b>  | <b>63,239</b>  |
| <b>Rendering of services:</b>                       |       |                |                |                |                |
| Advertising and sponsorship                         |       | 77,571         | 56,907         | 77,441         | 56,907         |
| Pay TV subscription revenue                         |       | 5,864          | —              | —              | —              |
| Production services                                 |       | 4,871          | 4,341          | 4,871          | 4,341          |
| Controlled company                                  | (i)   | —              | —              | 1,791          | 300            |
| Associated company                                  | (ii)  | 136            | 654            | 136            | 354            |
| <b>Total rendering of services</b>                  |       | <b>88,442</b>  | <b>61,902</b>  | <b>84,239</b>  | <b>61,902</b>  |
| <b>Provision of goods to:</b>                       |       |                |                |                |                |
| Related entities                                    |       | —              | —              | —              | —              |
| External entities                                   |       | 2,268          | 1,337          | 2,268          | 1,337          |
| <b>Total sale of goods</b>                          |       | <b>2,268</b>   | <b>1,337</b>   | <b>2,268</b>   | <b>1,337</b>   |
| <b>Rendering of services to:</b>                    |       |                |                |                |                |
| Related entities                                    |       | 832            | 1,293          | 2,623          | 1,293          |
| External entities                                   |       | 87,610         | 60,609         | 81,616         | 60,609         |
| <b>Total rendering of services</b>                  |       | <b>88,442</b>  | <b>61,902</b>  | <b>84,239</b>  | <b>61,902</b>  |
| <b>Total sales of goods and services</b>            |       | <b>90,710</b>  | <b>63,239</b>  | <b>86,507</b>  | <b>63,239</b>  |

(i) In 2010 \$1.791m was paid to the Corporation by its controlled entity PAN TV Ltd, including \$0.750m in management fees (2009: \$0.300m).

(ii) PAN TV Ltd paid \$0.136m (2009: \$0.354m) for service charges prior to acquisition on 4 November 2009.



|   | Notes | Consolidated   |                | Corporation    |                |
|---|-------|----------------|----------------|----------------|----------------|
|   |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>6(b) Interest</b>  |       |                |                |                |                |
| Deposits  |       | 2,694          | 2,525          | 2,600          | 2,518          |
| <b>Total interest</b>   |       | <b>2,694</b>   | <b>2,525</b>   | <b>2,600</b>   | <b>2,518</b>   |
| <b>6(c) Other revenue</b>   |       |                |                |                |                |
| Revenue from TV Fund (analogue extensions) and Television Black Spots - Alternative Technical Solutions Program | 1(j)  | 6,669          | 6,519          | 6,669          | 6,519          |
| Miscellaneous revenue   |       | 1,168          | 640            | 1,168          | 640            |
| <b>Total other revenue</b>  |       | <b>7,837</b>   | <b>7,159</b>   | <b>7,837</b>   | <b>7,159</b>   |
| <b>6(d) Reversals of previous asset write-downs and impairments</b>   |       |                |                |                |                |
| Financial assets  |       |                |                |                |                |
| Receivables   |       |                |                |                |                |
| Goods and services - adjustment to allowance for doubtful debts   |       | 2              | 4              | 2              | 4              |
| <b>Total reversals of previous asset write-downs and impairments</b>  |       | <b>2</b>       | <b>4</b>       | <b>2</b>       | <b>4</b>       |

## 7. Revenue from Government

|   | Notes | Consolidated   |                | Corporation    |                |
|---|-------|----------------|----------------|----------------|----------------|
|   |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| Department of Broadband, Communications and the Digital Economy |       |                |                |                |                |
| CAC Act body payment item                                       |       | 207,141        | 190,293        | 207,141        | 190,293        |
| <b>Total revenue from Government</b>                            |       | <b>207,141</b> | <b>190,293</b> | <b>207,141</b> | <b>190,293</b> |



## 7. Revenue from Government (Cont.)

| Notes   | Consolidated      |                | Corporation    |                |
|---|-------------------|----------------|----------------|----------------|
|   | 2010<br>\$'000    | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Reconciliation of actual receipts from Government with reported revenue from Government in the statement of comprehensive income</b> |                   |                |                |                |
| Receipts from Government  | 206,981           | 191,459        | 206,981        | 191,459        |
| Plus: Accrual of amounts appropriated in 2010 which will be received in 2011 (relating to the digital television switchover)            | 524               | -              | 524            | -              |
| Less: Unearned revenue from Government  | 11(b)(i)<br>(364) | (1,166)        | (364)          | (1,166)        |
| <b>Total revenue from Government</b>  | <b>207,141</b>    | 190,293        | <b>207,141</b> | 190,293        |

## 8. Income tax

(i)

| Notes  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>8(a) Income tax expense</b>   |                |                |                |                |
| <b>Numerical reconciliation between tax expense and pre-tax net profit</b>       |                |                |                |                |
| Prima facie income tax expense calculated at 30% of profit                       | 300            | 155            | -              | -              |
| Decrease in income tax expense for share of profits of Corporation (non-taxable) | (96)           | -              | -              | -              |
| Increase in income tax expense due to non-deductible expenses                    | 94             | -              | -              | -              |
| Decrease in income tax expense due to non taxable income                         | (120)          | (155)          | -              | -              |
| Under/(over) provision of income tax in prior year                               | (79)           | -              | -              | -              |
| <b>Total income tax expense</b>  | <b>99</b>      | -              | -              | -              |

(i) Income tax expenses relate only to the Corporation's controlled entities, MST Ltd and PAN TV Ltd, which are both subject to income tax - see note 1(r).



**8(a) Income tax expense (Cont.)**

| Notes   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Income tax expense recognised in the statement of comprehensive income</b> |                |                |                |                |
| Current tax expense :   |                |                |                |                |
| Current tax provision   | (100)          | –              | –              | –              |
| Under/(over) provision in prior year  | (79)           | –              | –              | –              |
|   | (179)          | –              | –              | –              |
| <b>Deferred tax expense/ (income)</b>   |                |                |                |                |
| Origination and reversal of temporary differences                             | 278            | –              | –              | –              |
| <b>Total deferred tax expense / (income)</b>                                  | <b>278</b>     | –              | –              | –              |
| <b>Total tax expense in the statement of comprehensive income</b>             | <b>99</b>      | –              | –              | –              |

**8(b) Current tax payable**  
**Movements during the year:**

|  |          |   |   |   |
|--|----------|---|---|---|
| Balance at beginning of year                         | –        | – | – | – |
| Acquired in business combination                     | 509      | – | – | – |
| Current tax provision                                | (100)    | – | – | – |
| Income tax payments                                  | (324)    | – | – | – |
| Under/(over) provision in prior year                 | (79)     | – | – | – |
| <b>Balance of current tax payable at end of year</b> | <b>6</b> | – | – | – |



| Notes  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>8(c) Deferred tax liabilities/(assets)</b>                              |                |                |                |                |
| Deferred tax liabilities/(assets) are attributable to the following:       |                |                |                |                |
| Employee entitlements  | (50)           | -              | -              | -              |
| Accruals and other items   | (9)            | -              | -              | -              |
| Plant and equipment  | 16             | -              | -              | -              |
| Prepayments  | 2              | -              | -              | -              |
| Accrued income   | -              | -              | -              | -              |
| Interest receivable  | 2              | -              | -              | -              |
| Program rights   | 226            | -              | -              | -              |
| <b>Total net deferred tax liabilities</b>                                  | <b>187</b>     | <b>-</b>       | <b>-</b>       | <b>-</b>       |
| Balance of franking account after taxes and dividends paid during the year | 2,207          | 2,701          | -              | -              |

|   | Consolidated           |  |                         |                         |
|---|------------------------|--|-------------------------|-------------------------|
|   | Balance<br>1 July 2009 | Acquired<br>in business<br>combination | Recognised<br>in income | Balance<br>30 June 2010 |
| <b>8(d) Movement in temporary differences during the year :</b> |                        |  |                         |                         |
| <b>2010</b>   |                        |  |                         |                         |
| Employee entitlements   | -                      | 55                                     | 5                       | 50                      |
| Accruals and other items  | -                      | 17                                     | 8                       | 9                       |
| Plant and equipment   | -                      | 19                                     | 35                      | (16)                    |
| Prepayments   | -                      | -                                      | 2                       | (2)                     |
| Interest receivable   | -                      | -                                      | 2                       | (2)                     |
| Program rights  | -                      | -                                      | 226                     | (226)                   |
| <b>Net deferred tax assets/(liabilities)</b>                    | <b>-</b>               | <b>91</b>                              | <b>278</b>              | <b>(187)</b>            |



## 9. Financial assets

| Notes  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>9(a) Cash and cash equivalents</b>  |                |                |                |                |
| Cash on hand or on deposit   | 18,018         | 15,921         | 16,886         | 15,814         |
| <b>Total cash and cash equivalents</b>   | <b>18,018</b>  | <b>15,921</b>  | <b>16,886</b>  | <b>15,814</b>  |
| <b>9(b) Trade and other receivables</b>  |                |                |                |                |
| <b>Goods and services</b>  |                |                |                |                |
| Goods and services - controlled companies  | -              | -              | 1,200          | 1,200          |
| Goods and services - associated company  | -              | 7              | -              | 7              |
| Goods and services - other related entities  | 120            | -              | 120            | -              |
| Goods and services - external parties  | (i) 28,842     | 12,365         | 26,593         | 12,364         |
| <b>Total goods and services receivables</b>  | <b>28,962</b>  | <b>12,372</b>  | <b>27,913</b>  | <b>13,571</b>  |
| <b>Department of Broadband, Communications and the Digital Economy</b>   |                |                |                |                |
| For existing outputs   | 524            | -              | 524            | -              |
| <b>Other receivables</b>   |                |                |                |                |
| Interest receivable  | 16             | 11             | 14             | 11             |
| Net GST receivable from the Australian Taxation Office   | -              | 2,879          | -              | 2,879          |
| <b>Total trade and other receivables (gross)</b>   | <b>29,502</b>  | <b>15,262</b>  | <b>28,451</b>  | <b>16,461</b>  |
| Less impairment allowance account (goods and services)   | -              | (2)            | -              | (2)            |
| <b>Total trade and other receivables (net)</b>   | <b>29,502</b>  | <b>15,260</b>  | <b>28,451</b>  | <b>16,459</b>  |
| (i) The majority of goods and services receivables relate to advertising agencies and to Pay TV subscription fees. |                |                |                |                |
| Receivables are represented by:  |                |                |                |                |
| No more than 12 months   | 29,502         | 15,260         | 27,251         | 15,259         |
| More than 12 months  | -              | -              | 1,200          | 1,200          |
| <b>Total trade and other receivables (net)</b>   | <b>29,502</b>  | <b>15,260</b>  | <b>28,451</b>  | <b>16,459</b>  |
| <b>Total receivables (net)</b>   | <b>29,502</b>  | <b>15,260</b>  | <b>28,451</b>  | <b>16,459</b>  |



**9(b) Trade and other receivables (Cont.)**

| Notes  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Receivables are aged as follows:</b>                                |                |                |                |                |
| Current (not overdue)  | <b>28,893</b>  | 14,009         | <b>27,842</b>  | 15,208         |
| Overdue by:  |                |                |                |                |
| - 0 to 30 days   | <b>277</b>     | 547            | <b>277</b>     | 547            |
| - 30 to 60 days  | <b>122</b>     | 286            | <b>122</b>     | 286            |
| - 61 to 90 days  | <b>88</b>      | 158            | <b>88</b>      | 158            |
| - more than 90 days  | <b>122</b>     | 262            | <b>122</b>     | 262            |
|  | <b>609</b>     | 1,253          | <b>609</b>     | 1,253          |
| <b>Total receivables (gross)</b>                                       | <b>29,502</b>  | 15,262         | <b>28,451</b>  | 16,461         |
| <br>The impairment allowance account (nil in 2010) is aged as follows: |                |                |                |                |
| Overdue by:  |                |                |                |                |
| - more than 90 days  | -              | 2              | -              | 2              |
| <b>Total impairment allowance account</b>                              | -              | 2              | -              | 2              |
| <br>Reconciliation of the impairment allowance account                 |                |                |                |                |
| Movements in relation to the financial period (goods and services)     |                |                |                |                |
| <b>Opening Balance</b>   | <b>2</b>       | 7              | <b>2</b>       | 7              |
| Amounts written off  | (2)            | -              | (2)            | -              |
| Amounts recovered and reversed   | -              | (5)            | -              | (5)            |
| New  | -              | -              | -              | -              |
| <b>Closing Balance</b>   | -              | 2              | -              | 2              |

**9(c) Investments**

|                          |     |               |        |               |        |
|--------------------------|-----|---------------|--------|---------------|--------|
| Term deposits            | (i) | <b>35,498</b> | 28,370 | <b>34,598</b> | 28,370 |
| <b>Total investments</b> |     | <b>35,498</b> | 28,370 | <b>34,598</b> | 28,370 |

(i) The economic entity has a series of investments with banks and other financial institutions. The Corporation's investments are made under s18 of the CAC Act. Its controlled entities, MST Ltd and PAN TV Ltd, are incorporated under the Corporations Law, and are not subject to s18 of the CAC Act.

In 1999-2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia to 2012. In 2005 the Corporation received \$4.606m to extend analogue services to regions with a population of 3,000 to 5,000, and \$0.125m under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. In 2008 the Corporation received an additional \$0.125m under the Commonwealth's Television Black Spots - Alternative Technical Solutions Program. The amounts received, including interests accrued on these amounts, have been invested in term deposits. Refer also to note 1(j).

|  |               |        |               |        |
|--|---------------|--------|---------------|--------|
| Investments are expected to be recovered in: |               |        |               |        |
| No more than 12 months                       | <b>7,352</b>  | 6,600  | <b>7,352</b>  | 6,600  |
| More than 12 months                          | <b>28,146</b> | 21,770 | <b>27,246</b> | 21,770 |
| <b>Total investments</b>                     | <b>35,498</b> | 28,370 | <b>34,598</b> | 28,370 |



**9(d) Other investments**

(i) **Investment in controlled entities**

The Corporation subscribed for 5 shares (\$1 each) in MST Ltd in 1994-95. MST Ltd is a wholly owned subsidiary of SBS Corporation. It was incorporated for the purpose of the Corporation's involvement in Pay TV. No dividend was distributed by MST Ltd in 2010 (2009: nil).

On 4 November 2009 MST Ltd fully acquired PAN TV Ltd. The acquisition has been accounted for in line with AASB 3 "Business Combinations", and consolidated in line with that standard. Prior to 4 November 2009, PAN TV Ltd was accounted for using the equity method. MST Ltd received dividends of \$0.855m from PAN TV Ltd on acquisition.

Goodwill and other information relating to the business combination are disclosed below.

| Name of entity   | Country of incorporation | Interest of Corporation |             | Contributions to consolidated surplus |                |
|--|--------------------------|-------------------------|-------------|---------------------------------------|----------------|
|  |                          | 2010                    | 2009        | 2010<br>\$'000                        | 2009<br>\$'000 |
| <b>Parent Entity</b><br>SBS Corporation                                | Australia                |                         |             | 320                                   | 3,489          |
| <b>Directly controlled by SBS Corporation</b><br>PAN TV Ltd<br>MST Ltd | Australia<br>Australia   | 100%<br>100%            | 40%<br>100% | 442<br>139                            | –<br>517       |
|  |                          |                         |             | 901                                   | 4,006          |

The Corporation acquired 100% ownership of PAN TV Ltd on 4 November 2009 (through its fully owned subsidiary MST Ltd). It previously owned 40% of its issued capital.

PAN TV Ltd is a provider of media services within the subscription TV industry. By obtaining control of the company, the Corporation will continue to expand its services beyond the Free-To-Air TV platform, and will reduce costs through economies of scale.

The fair value of the total consideration paid is \$5.717m, consisting of \$4.717m in cash and \$1m for a contingent liability. This contingent liability is dependent on the timing of contract renewals (anticipated by the end of 2011) and has been prepaid in an escrow account under the terms of the share sale deed. The amount is reimbursable if the contingent event doesn't occur by a certain date. This is not considered probable. The amount has been recognised as a liability.

The fair value of the equity interest of the Corporation at acquisition date (4 November 2009) has been assessed at \$3.811m having regard to the consideration paid to the outgoing shareholders. The carrying value of the investment has been written down to its fair value (by \$0.258m) from \$4.069m.

A profit of \$0.442m for 2010 has been included in the consolidated statement of comprehensive income for all profits from PAN TV Ltd from the date of acquisition. MST Ltd's profits of \$0.139m includes its share of \$0.402m profits from PAN TV Ltd (40%) up to the date of acquisition, less the write-down of the investment to its fair value at acquisition date (\$0.258m). PAN TV Ltd's actual profits for 2010 is \$1.472m.

**Goodwill**

An amount of \$2.254m has been recognised as goodwill, being the excess of (a) the consideration paid for 60% of the remaining shares not previously held by the Corporation (\$5.717m), plus the fair value of the 40% equity



interest held by the Corporation at acquisition date (\$3.811m), over (b) the fair value of the net assets of PAN TV Ltd on acquisition date (\$7.274m).

The goodwill is largely due to the synergies and economies of scale anticipated on combining the operations of the Corporation and PAN TV Ltd, and obtaining sole control to provide various media services (content distribution on several platforms) which will complement each other.

The amounts of assets and liabilities of PAN TV Ltd recognised as of acquisition date are:

|                           | Notes | As at 4 November 2009<br>\$'000 |
|---------------------------|-------|---------------------------------|
| <b>Assets</b>             |       |                                 |
| Cash                      |       | 1,001                           |
| Prepayments               |       | 30                              |
| Receivables               |       | 1,176                           |
| Loan                      |       | 4,917                           |
| Deferred income tax asset |       | 91                              |
| Plant and equipment       |       | 616                             |
| Intangible assets         | (ii)  | 353                             |
| <b>Total Assets</b>       |       | 8,184                           |
| <b>Liabilities</b>        |       |                                 |
| Creditors                 |       | 253                             |
| Employee entitlements     |       | 148                             |
| Current tax liability     |       | 509                             |
| <b>Total Liabilities</b>  |       | 910                             |
| <b>Net Assets</b>         |       | 7,274                           |

(ii) The intangible assets relate to an independent valuation of PAN TV's trademark and contract rights assets as at the date of acquisition - see note 10(d).

(iii) Investment in associated company and equity information (to 4 November 2009).

| Name of entity | Principal Activity                        | Ownership Interest | Balance date |                              |
|----------------|---|--------------------|--------------|------------------------------|
|                |   |                    | 2010         | 2009                         |
| PAN TV Ltd     | Production and delivery of media services | 100 %              | 40%          | 30 June 2010    30 June 2009 |

The Corporation's controlled entity (MST Ltd) subscribed for 220,000 shares in PAN TV Ltd in 1994-95, the subscription price deemed to be paid in consideration for a range of services provided by the economic entity to PAN TV Ltd. The purchase consideration for the shares acquired was valued at \$3,667,333 having regard to the price paid by the other investing partners in PAN TV Ltd in acquiring their shares.

The range of services valued at \$3,667,333 have been fully provided by the Corporation to PAN TV Ltd on behalf of MST Ltd. This amount was initially shown as a receivable by the Corporation from its controlled entity, MST Ltd, and has been reduced to \$1.200m as at 30 June 2010. The amount receivable is eliminated on consolidation.

PAN TV Ltd currently provides two channels ("World Movies" and "STVDIO") to Foxtel and Austar under distribution agreements. The equity accounted value of this investment as at 4 November 2009 was \$4.069m prior to write-down to fair value of \$3.811m. In 2010, PAN TV Ltd's results were equity accounted to 4 November 2009 and fully consolidated from that date.



|  | To 4 November<br>2009<br>\$'000 | 2009<br>\$'000 |
|--|---------------------------------|----------------|
| <b>Costs</b>   |                                 |                |
| Carrying amount of investment in associated company (at cost)            | 3,667                           | 3,667          |
|  | 3,667                           | 3,667          |
| <b>Equity</b>  |                                 |                |
| Carrying amount of investment in associated company (at cost)            | 3,667                           | 3,667          |
| Plus/less share of retained profits/(losses)                             | 402                             | 855            |
| Write-down of investment to fair value                                   | (258)                           | -              |
| <b>Equity-accounted amount of investment</b>                             | 3,811                           | 4,522          |
| Share of associate's operating profit before income tax                  | 574                             | 811            |
| Share of income tax expense attributable to operating profit             | (172)                           | (293)          |
| <b>Share of operating profit after income tax</b>                        | 402                             | 518            |
| <b>Accumulated results attributable to associate</b>                     |                                 |                |
| 1 July   | 855                             | 337            |
| <b>4 November 2009 (30 June 2009)</b>                                    | 402                             | 855            |
| <b>Movement in the equity accounted investment in associated company</b> |                                 |                |
| Investment in associated company 1 July                                  | 4,522                           | 4,004          |
| Share of operating profit/(loss) after income tax                        | 402                             | 518            |
| Dividends received from associated company                               | (855)                           | -              |
| Write-down of investment to fair value                                   | (258)                           | -              |
| <b>Investment in associated company 4 November 2009 (30 June 2009)</b>   | <b>3,811</b>                    | <b>4,522</b>   |

(iv) **Investment in joint venture company and equity information**

**National DAB Licence Company Ltd**

In 2009, the Corporation and the Australian Broadcasting Corporation (ABC) formed a joint venture company "National DAB Licence Company Ltd" (50% interest each) to purchase and manage the "category 3" Digital Radio multiplex transmitter licence for digital radio broadcasting.

Contracts for digital radio transmission and distribution are entered into by the Corporation in its own name. These commitments are included in the schedule of commitments. At 30 June 2010 the joint venture company had not made, nor is expected to make, any material profit/(loss). The owners make a contribution each year in proportion to their shareholdings. These costs do not constitute a contribution of capital and have been expensed in the Corporation's statement of comprehensive income. As at 30 June 2010 National DAB Licence Company Ltd's net assets was \$581 (2009: \$Nil), revenues of \$15,007 (2009: \$Nil) and a profit of \$579 (2009: \$Nil). The equity accounted value of the Corporation's share of this investment in 2010 is \$290 (2009: \$Nil). The Corporation's two nominated Directors (one of whom was Chairman in 2010) receive no benefit or remuneration from the company.

**Freeview Australia Ltd**

The Corporation also contributes towards the operational costs of Freeview Australia Ltd in proportion to its shareholding. The Corporation holds 160 \$1 shares (16%) in Freeview Australia Ltd. No material income is expected from these contributions. These costs do not constitute a contribution of capital and have been



expensed in the Corporation's statement of comprehensive income. As at 30 June 2010, Freeview Australia Ltd's net liabilities were \$0.001m (2009: net assets of \$0.138m), revenues of \$3.850m (2009: \$2.635m), and \$Nil profit (2009: \$Nil). The equity accounted value of the Corporation's share of this investment in 2010 is \$160 (2009: \$160). The Corporation's two nominated Directors receive no benefit or remuneration from the company.

#### 10. Non-financial assets

| Notes                            |   | Consolidated   |                | Corporation    |                |
|----------------------------------|---|----------------|----------------|----------------|----------------|
|                                  |   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>10(a) Land and buildings</b>  |   |                |                |                |                |
|                                  | <b>Freehold land</b>                                |                |                |                |                |
|                                  | Freehold land (at fair value)                       | 10(d)          | 21,250         | 21,250         | 21,250         |
|                                  | <b>Total freehold land</b>                          |                | <b>21,250</b>  | <b>21,250</b>  | <b>21,250</b>  |
|                                  | <b>Buildings on freehold land</b>                   |                |                |                |                |
|                                  | Buildings (at fair value)                           | 10(d)          | 40,389         | 39,900         | 39,900         |
|                                  | Less accumulated depreciation                       |                | (4,582)        | (3,047)        | (3,047)        |
|                                  | <b>Total buildings on freehold land</b>             |                | <b>35,807</b>  | <b>36,853</b>  | <b>36,853</b>  |
|                                  | <b>Leasehold improvements</b>                       |                |                |                |                |
|                                  | Leasehold improvements (at fair value)              | 10(d)          | 6,672          | 6,485          | 6,485          |
|                                  | Less accumulated amortisation                       |                | (1,323)        | (629)          | (629)          |
|                                  | <b>Total leasehold improvements</b>                 |                | <b>5,349</b>   | <b>5,856</b>   | <b>5,856</b>   |
|                                  | <b>Total land and buildings (non-current)</b>       | 10(d)          | <b>62,406</b>  | <b>63,959</b>  | <b>63,959</b>  |
| <b>10(b) Plant and equipment</b> |   |                |                |                |                |
|                                  | Plant and equipment (at fair value)                 | 10(d)          | 56,886         | 45,846         | 56,095         |
|                                  | Less accumulated depreciation                       |                | (28,057)       | (23,959)       | (27,861)       |
|                                  | <b>Total plant and equipment (non-current)</b>      |                | <b>28,829</b>  | <b>21,887</b>  | <b>21,887</b>  |
| <b>10(c) Intangible assets</b>   |   |                |                |                |                |
|                                  | Goodwill  | (i)            | 11,497         | 9,243          | 9,243          |
|                                  | Trademark (controlled entity - at fair value)       | (i)            | 112            | -              | -              |
|                                  | Less accumulated amortisation                       |                | -              | -              | -              |
|                                  |   |                | 112            | -              | -              |
|                                  | Contract rights (controlled entity - at fair value) | (i)            | 241            | -              | -              |
|                                  | Less accumulated amortisation                       |                | (25)           | -              | -              |
|                                  |   |                | 216            | -              | -              |
|                                  | Computer software (at cost)                         |                | 7,928          | 7,412          | 7,909          |
|                                  | Less accumulated amortisation                       |                | (4,466)        | (3,549)        | (4,465)        |
|                                  |   |                | 3,462          | 3,863          | 3,863          |
|                                  | <b>Total intangible assets (non-current)</b>        |                | <b>15,287</b>  | <b>13,106</b>  | <b>13,106</b>  |



**10(c) Intangible assets (Cont.)**

**(i) Intangibles relating to goodwill**

In 2010, the consolidated entity recognised additional goodwill of \$2.254m following the purchase of the remaining 60% issued capital of PAN TV Ltd by the Corporation's controlled entity, MST Ltd (which previously owned 40% of PAN TV Ltd's issued capital) - see note 9(d).

Goodwill is not amortised but is assessed annually for impairment (based on the net present value of future net cash inflows). In 2010, the amount of goodwill recognised was reviewed and assessed as not impaired.

An independent valuer (see note 9(d)(ii) and 10(d)) also valued the identifiable assets of PAN TV on acquisition as \$0.353m (\$0.112m for trademark, and \$0.241m for contract rights). Trademark is not amortised as it has an indefinite useful life, but is assessed annually for impairment. The amortisation of contract rights for the period since acquisition is \$0.025m.

In 2009, the Corporation recognised goodwill of \$9.243m following the restructure of the media representation function of the Corporation (previously outsourced) and the resulting acquisition of a business unit. In line with AASB 3 "Business Combinations", goodwill was recognised as the difference between the consideration paid and the fair value of identifiable net assets which was nil.

**Reconciliation of the opening and closing balances of intangibles**

|  | 2009-10            |                                |                 | 2008-09            |                                |                 |
|--|--------------------|--------------------------------|-----------------|--------------------|--------------------------------|-----------------|
|  | Goodwill<br>\$'000 | Other<br>Intangibles<br>\$'000 | Total<br>\$'000 | Goodwill<br>\$'000 | Other<br>Intangibles<br>\$'000 | Total<br>\$'000 |
| <b>As at 1 July</b>  |                    |                                |                 |                    |                                |                 |
| Gross Book Value   | 9,243              | 7,412                          | 16,655          | -                  | 6,515                          | 6,515           |
| Accumulated depreciation/<br>amortisation                            | -                  | (3,549)                        | (3,549)         | -                  | (2,851)                        | (2,851)         |
| <b>Opening net book value</b>  | <b>9,243</b>       | <b>3,863</b>                   | <b>13,106</b>   | -                  | 3,664                          | 3,664           |
| Additions  |                    |                                |                 |                    |                                |                 |
| - by purchase  | -                  | 519                            | 519             | -                  | 1,031                          | 1,031           |
| - from acquisition of entities<br>or operations                      | 2,254              | 353                            | 2,607           | 9,243              | -                              | 9,243           |
| Revaluations recognised<br>in other comprehensive<br>income (equity) | -                  | -                              | -               | -                  | -                              | -               |
| Amortisation expense   | -                  | (945)                          | (945)           | -                  | (819)                          | (819)           |
| Disposals  |                    |                                |                 |                    |                                |                 |
| From disposal of<br>operations                                       | -                  | -                              | -               | -                  | -                              | -               |
| Other disposals  | -                  | -                              | -               | -                  | (13)                           | (13)            |
| <b>Net book value as at 30 June</b>                                  | <b>11,497</b>      | <b>3,790</b>                   | <b>15,287</b>   | 9,243              | 3,863                          | 13,106          |
| <b>Net book value is<br/>represented by:</b>                         |                    |                                |                 |                    |                                |                 |
| Gross Book Value   | 11,497             | 8,281                          | 19,778          | 9,243              | 7,412                          | 16,655          |
| Accumulated depreciation/<br>amortisation                            | -                  | (4,491)                        | (4,491)         | -                  | (3,549)                        | (3,549)         |
| <b>Closing net book value</b>  | <b>11,497</b>      | <b>3,790</b>                   | <b>15,287</b>   | 9,243              | 3,863                          | 13,106          |



**10(d) Analysis of property, plant and equipment, and intangibles (Consolidated)**

Reconciliation of the opening and closing balances of property, plant and equipment, and intangibles  
(2009-10)

|   | Land<br>\$'000 | Buildings<br>\$'000 | Total<br>Land and<br>Buildings<br>\$'000 | Plant &<br>equipment<br>\$'000 | Intangibles<br>see 10(c)<br>\$'000 | Total<br>\$'000 |
|---|----------------|---------------------|--|--------------------------------|------------------------------------|-----------------|
| <b>As at 1 July 2009</b>                        |                |                     |  |                                |                                    |                 |
| Gross Book Value                                | 21,250         | 46,385              | 67,635                                   | 45,846                         | 16,655                             | 130,136         |
| Accumulated depreciation/<br>amortisation       | –              | (3,676)             | (3,676)                                  | (23,959)                       | (3,549)                            | (31,184)        |
| <b>Opening net book value</b>                   | <b>21,250</b>  | <b>42,709</b>       | <b>63,959</b>                            | <b>21,887</b>                  | <b>13,106</b>                      | <b>98,952</b>   |
| Additions                                       |                |                     |  |                                |                                    |                 |
| – by purchase                                   | –              | 676                 | 676                                      | 11,542                         | 519                                | 12,737          |
| – from acquisition of entities<br>or operations | –              | –                   | –  | 616                            | 2,607                              | 3,223           |
| Depreciation/amortisation<br>expense            | –              | (2,229)             | (2,229)                                  | (5,047)                        | (945)                              | (8,221)         |
| Disposals                                       |                |                     |  |                                |                                    |                 |
| From disposal of<br>operations                  | –              | –                   | –  | –                              | –                                  | –               |
| Other disposals                                 | –              | –                   | –  | (169)                          | –                                  | (169)           |
| <b>Net book value as at 30 June</b>             | <b>21,250</b>  | <b>41,156</b>       | <b>62,406</b>                            | <b>28,829</b>                  | <b>15,287</b>                      | <b>106,522</b>  |
| <b>Net book value is<br/>represented by:</b>    |                |                     |  |                                |                                    |                 |
| Gross Book Value                                | 21,250         | 47,061              | 68,311                                   | 56,886                         | 19,778                             | 144,975         |
| Accumulated depreciation/<br>amortisation       | –              | (5,905)             | (5,905)                                  | (28,057)                       | (4,491)                            | (38,453)        |
| <b>Closing net book value</b>                   | <b>21,250</b>  | <b>41,156</b>       | <b>62,406</b>                            | <b>28,829</b>                  | <b>15,287</b>                      | <b>106,522</b>  |



Reconciliation of the opening and closing balances of property, plant and equipment, and intangibles (2008-09)

|  | Land<br>\$'000 | Buildings<br>\$'000 | Total<br>Land and<br>Buildings<br>\$'000 | Plant &<br>equipment<br>\$'000 | Intangibles<br>see 10(c)<br>\$'000 | Total<br>\$'000 |
|--|----------------|---------------------|--|--------------------------------|------------------------------------|-----------------|
| <b>As at 1 July 2008</b>   |                |                     |  |                                |                                    |                 |
| Gross Book Value   | 21,250         | 46,256              | 67,506                                   | 67,368                         | 6,515                              | 141,389         |
| Accumulated depreciation/<br>amortisation                            | –              | (1,512)             | (1,512)                                  | (56,881)                       | (2,851)                            | (61,244)        |
| <b>Opening net book value</b>  | <b>21,250</b>  | <b>44,744</b>       | <b>65,994</b>                            | <b>10,487</b>                  | <b>3,664</b>                       | <b>80,145</b>   |
| Additions  |                |                     |  |                                |                                    |                 |
| – by purchase  | -              | 128                 | 128                                      | 12,876                         | 1,031                              | 14,035          |
| - from acquisition of entities<br>or operations                      | -              | -                   | -  | -                              | 9,243                              | 9,243           |
| Revaluations recognised<br>in other comprehensive<br>income (equity) | -              | -                   | -  | 2,144                          | -                                  | 2,144           |
| Depreciation/amortisation<br>expense                                 | -              | (2,163)             | (2,163)                                  | (3,504)                        | (819)                              | (6,486)         |
| Disposals  |                |                     |  |                                |                                    |                 |
| From disposal of<br>operations                                       | -              | -                   | -  | -                              | -                                  | -               |
| Other disposals  | -              | -                   | -  | (116)                          | (13)                               | (129)           |
| <b>Net book value as at 30 June</b>                                  | <b>21,250</b>  | <b>42,709</b>       | <b>63,959</b>                            | <b>21,887</b>                  | <b>13,106</b>                      | <b>98,952</b>   |
| <b>Net book value is<br/>represented by:</b>                         |                |                     |  |                                |                                    |                 |
| Gross Book Value   | 21,250         | 46,385              | 67,635                                   | 45,846                         | 16,655                             | 130,136         |
| Accumulated depreciation/<br>amortisation                            | –              | (3,676)             | (3,676)                                  | (23,959)                       | (3,549)                            | (31,184)        |
| <b>Closing net book value</b>  | <b>21,250</b>  | <b>42,709</b>       | <b>63,959</b>                            | <b>21,887</b>                  | <b>13,106</b>                      | <b>98,952</b>   |

#### Independent Revaluations

All non-current assets of the Corporation are at independent valuation except for intangible assets. In accordance with AASB 116 "Property, Plant and Equipment", intangibles are carried at cost if no active market exists for the Corporation's intangible assets.

In 2010, an independent valuation of PAN TV's identified intangible assets was undertaken as at the date of acquisition (4 November 2009).

The identified intangible assets (trademark and contract rights) were valued at \$0.353m, and undertaken by:  
- S. Ferris, Partner, Deloitte Touche Tohmatsu.

In 2009, an independent valuation of all plant and equipment (except intangible assets) was undertaken (as at 30 June 2009). This resulted in a revaluation increment of \$2.144m which was credited to the asset valuation reserve.

In 2008, an independent revaluation of leasehold improvements at Federation Square resulted in a revaluation increment of \$1.289m.

The revaluations have been implemented as follows:

- Plant and equipment were revalued as at 30 June 2009;
- Leasehold improvements were revalued as at 30 June 2008;
- Freehold land was revalued as at 30 June 2007 for Craigieburn; and
- Buildings on freehold land were revalued as at 30 June 2007.

The revaluation for plant and equipment was made at fair value by an independent valuer Anthony Hannah, AAPI (P&M), Certified Practising Valuer, Rushton Valuers Pty Ltd.



The revaluations for land and buildings were completed by independent valuers at fair value:

- J. Armatys, AAPI, Specialist Valuer, Australian Valuation Office - Federation Square, VIC (leasehold improvements).
- G. Nelson, AAPI and A. Saveski, TAAPI, Registered Valuers, Australian Valuation Office - Artarmon, NSW (land and building).
- S. Boyd, AAPI, Certified Practising Valuer, Fitzroys Pty Ltd - Craigieburn, Victoria (land).

An annual assessment is also made each year to ensure that the carrying amount of assets is not materially different from fair valuation as at balance date. In 2010, there were no indicators of impairment for non-financial assets.

| Notes  | Consolidated   |                | Corporation    |                |
|--|----------------|----------------|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>10(e) Inventories</b>                       |                |                |                |                |
| All inventories are current assets.            |                |                |                |                |
| <b>Inventories held for distribution</b>       |                |                |                |                |
| Purchased program stocks – at cost             | 38,784         | 36,392         | 38,123         | 36,392         |
| Less accumulated amortisation                  | (26,029)       | (25,024)       | (25,932)       | (25,024)       |
|  | 12,755         | 11,368         | 12,191         | 11,368         |
| Commissioned programs (completed) – at cost    | 118,571        | 103,882        | 118,571        | 103,882        |
| Less accumulated amortisation                  | (77,132)       | (56,081)       | (77,132)       | (56,081)       |
|  | 41,439         | 47,801         | 41,439         | 47,801         |
| Commissioned programs – in progress            | 7,816          | 12,083         | 7,816          | 12,083         |
| <b>Total inventories</b>                       | <b>62,010</b>  | <b>71,252</b>  | <b>61,446</b>  | <b>71,252</b>  |
| <b>10(f) Other non-financial assets</b>        |                |                |                |                |
| Prepayments                                    | 5,996          | 23,130         | 5,907          | 23,130         |
| Deferred interest rate hedge                   | 55             | 82             | 55             | 82             |
| <b>Total other non-financial assets</b>        | <b>6,051</b>   | <b>23,212</b>  | <b>5,962</b>   | <b>23,212</b>  |
| Other non-financial assets are represented by: |                |                |                |                |
| No more than 12 months                         | 6,051          | 23,212         | 5,962          | 23,212         |
| More than 12 months                            | -              | -              | -              | -              |
| <b>Total other non-financial assets</b>        | <b>6,051</b>   | <b>23,212</b>  | <b>5,962</b>   | <b>23,212</b>  |

## 11. Payables

| Notes   | Consolidated   |                | Corporation    |                |
|---|----------------|----------------|----------------|----------------|
|   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>11(a) Suppliers</b>                                    |                |                |                |                |
| Supplier payables expected to be settled within 12 months |                |                |                |                |
| Trade creditors and accruals                              | 24,200         | 25,619         | 23,522         | 25,614         |
| Net income tax payable to the Australian Taxation Office  | 8(b)           | 6              | -              | -              |
| <b>Total suppliers payables</b>                           | <b>24,206</b>  | <b>25,619</b>  | <b>23,522</b>  | <b>25,614</b>  |
| Related entities  | 111            | -              | 111            | -              |
| External parties  | 24,095         | 25,619         | 23,411         | 25,614         |
| <b>Total suppliers payables</b>                           | <b>24,206</b>  | <b>25,619</b>  | <b>23,522</b>  | <b>25,614</b>  |



|   | Notes | Consolidated   |                | Corporation    |                |
|---|-------|----------------|----------------|----------------|----------------|
|   |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>11(b) Other payables</b>   |       |                |                |                |                |
| Prepayments received  |       | 2,408          | 1,255          | 544            | 1,255          |
| Unearned revenue from Government  | (i)   | 364            | 1,166          | 364            | 1,166          |
| Net GST payable to the Australian Taxation Office   |       | 114            | -              | 114            | -              |
| Other deferred revenue  | (ii)  | 22,568         | 27,812         | 22,568         | 27,812         |
| <b>Total other payables</b>   |       | <b>25,454</b>  | <b>30,233</b>  | <b>23,590</b>  | <b>30,233</b>  |
| (i) The unspent portion of revenue from Government received in 2010 to fund the Corporation's conversion to digital transmission is \$0.364m (2009: \$1.166m). In line with Government policy (to fund only the amounts required for the conversion to digital) the unrequired funds have been provided for - to return to the CRF. |       |                |                |                |                |
| (ii) The Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia to 2012 - see note 9(o)(i). The amounts received, including interest, are recognised as revenue when related expenditure is incurred.   |       |                |                |                |                |
| Total payables are represented by:  |       |                |                |                |                |
| No more than 12 months  |       | 9,486          | 9,022          | 7,622          | 9,022          |
| More than 12 months   |       | 15,968         | 21,211         | 15,968         | 21,211         |
| <b>Total other payables</b>   |       | <b>25,454</b>  | <b>30,233</b>  | <b>23,590</b>  | <b>30,233</b>  |

## 12. Interest bearing liabilities

|   | Notes | Consolidated   |                | Corporation    |                |
|---|-------|----------------|----------------|----------------|----------------|
|   |       | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>12(a) Loans</b>  |       |                |                |                |                |
| Loans from Government   | (i)   | 18,052         | 23,808         | 18,052         | 23,808         |
| <b>Total loan liability</b>   |       | <b>18,052</b>  | <b>23,808</b>  | <b>18,052</b>  | <b>23,808</b>  |
| (i) The Corporation received a loan of \$24m from Government on 2 July 2002 to refinance the balance of the Corporation's private sector loan for the construction and enhancement of the premises at Artarmon. |       |                |                |                |                |
| In 2009 the Corporation received a loan of \$15m to offset the cash flow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting.       |       |                |                |                |                |
| Maturity schedule for loans:  |       |                |                |                |                |
| Payable:  |       |                |                |                |                |
| No more than 12 months  |       | 5,958          | 5,799          | 5,958          | 5,799          |
| More than 12 months   |       | 12,094         | 18,009         | 12,094         | 18,009         |
| <b>Total loan liability</b>   |       | <b>18,052</b>  | <b>23,808</b>  | <b>18,052</b>  | <b>23,808</b>  |



### 13. Provisions

| Notes                            | Consolidated   |                | Corporation    |                |
|----------------------------------|----------------|----------------|----------------|----------------|
|                                  | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>13(a) Employee provisions</b> |                |                |                |                |
| Salaries and wages               | 1,547          | 1,148          | 1,532          | 1,148          |
| Leave                            | 17,911         | 16,483         | 17,743         | 16,483         |
| Superannuation                   | 466            | 211            | 465            | 211            |
| Separations and redundancies     | (i)<br>3,925   | -              | 3,925          | -              |
| <b>Total employee provisions</b> | <b>23,849</b>  | <b>17,842</b>  | <b>23,665</b>  | <b>17,842</b>  |

(i) Provision is made for separation and redundancy payments to employees identified at the reporting date - see 1(k)(iii).

|   |      |               |               |               |               |
|---|------|---------------|---------------|---------------|---------------|
| Employee provisions are represented by: |      |               |               |               |               |
| Current                                 | (ii) | 21,124        | 15,765        | 20,940        | 15,765        |
| Non-current                             |      | 2,725         | 2,077         | 2,725         | 2,077         |
| <b>Total employee provisions</b>        |      | <b>23,849</b> | <b>17,842</b> | <b>23,665</b> | <b>17,842</b> |

(ii) The amount of \$20.940m (consolidated) includes \$5.055m for long service leave liabilities for employees who have reached ten years' service and are entitled to take their leave as at 30 June 2010. Of this amount, \$1.550m is anticipated to be settled within 12 months.

|                               |       |              |              |              |              |
|-------------------------------|-------|--------------|--------------|--------------|--------------|
| <b>13(b) Other provisions</b> |       |              |              |              |              |
| Provision for "makegood"      | (iii) | 1,321        | 1,252        | 1,321        | 1,252        |
| <b>Total other provisions</b> |       | <b>1,321</b> | <b>1,252</b> | <b>1,321</b> | <b>1,252</b> |

(iii) The Corporation, under its lease agreement at Federation Square, has an obligation to restore ("makegood") leasehold improvements at the end of the lease term. The provision is assessed as the present value of estimated restoration costs upon expiry of the lease in 2017.



#### 14. Cash flow reconciliation

| Notes  | Consolidated     |                  | Corporation      |                  |
|--|------------------|------------------|------------------|------------------|
|  | 2010<br>\$'000   | 2009<br>\$'000   | 2010<br>\$'000   | 2009<br>\$'000   |
| <b>Reconciliation of cash and cash equivalents as per Balance Sheet to Cash Flow Statement</b> |                  |                  |                  |                  |
| Report cash and cash equivalents as per:<br>Cash Flow Statement<br>Balance Sheet               | 18,018<br>18,018 | 15,921<br>15,921 | 16,886<br>16,886 | 15,814<br>15,814 |
| <b>Reconciliation of operating result to net cash from operating activities</b>                |                  |                  |                  |                  |
| <b>Net cost of services</b>  | (206,543)        | (188,805)        | (206,821)        | (186,804)        |
| Add revenue from Government  | 207,141          | 190,293          | 207,141          | 190,293          |
| Add share of surplus of associates and joint ventures  | 402              | 518              | -                | -                |
| Less income tax expense  | (99)             | -                | -                | -                |
| <b>Operating result</b>  | 901              | 4,006            | 320              | 3,489            |
| <b>Adjustment for non-cash items</b>   |                  |                  |                  |                  |
| Depreciation and amortisation of property, plant and equipment                                 | 8,222            | 6,486            | 8,129            | 6,486            |
| Decrease / (increase) in payables to suppliers for capital purchases                           | (1,444)          | (2,265)          | (1,444)          | (2,265)          |
| Decrease / (increase) in payables to suppliers for goodwill                                    | 3,600            | (5,243)          | 3,600            | (5,243)          |
| Decrease / (increase) in makegood provisions on revaluation (against equity)                   | -                | (101)            | -                | (101)            |
| Write-down of assets   | 423              | 128              | 108              | 128              |
| Increase / (decrease) in allowance for doubtful debts  | (2)              | (5)              | (2)              | (5)              |
| Increase in interest payable (capitalised against loan)  | (11)             | 53               | (11)             | 53               |
| Increase in interest earned (capitalised against investments)                                  | 1,436            | 1,819            | 1,472            | 1,819            |
| (Increase) in revenue prepaid for analogue extensions  | (6,670)          | (6,519)          | (6,670)          | (6,519)          |
| Increase in dividends (return on investments)  | 855              | -                | -                | -                |
| (Gain) / loss on investment in associated company  | (402)            | (518)            | -                | -                |



#### 14. Cash flow reconciliation (Cont.)

| Notes  | Consolidated   |                 | Corporation    |                 |
|--|----------------|-----------------|----------------|-----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000  | 2010<br>\$'000 | 2009<br>\$'000  |
| <b>Changes in assets and liabilities:</b>                      |                |                 |                |                 |
| Decrease in deferred tax asset                                 | 86             | -               | -              | -               |
| Decrease / (increase) in receivables                           | (13,065)       | 151             | (11,990)       | 152             |
| Decrease / (increase) in inventories                           | 9,241          | (17,974)        | 9,805          | (17,974)        |
| Decrease / (increase) in prepayments paid                      | 17,192         | (5,500)         | 17,250         | (5,500)         |
| Increase / (decrease) in employee provisions                   | 5,859          | 1,972           | 5,823          | 1,972           |
| Increase / (decrease) in other provisions ("makegood")         | 70             | 172             | 70             | 172             |
| Increase / (decrease) in supplier payables                     | (1,665)        | 7,936           | (2,092)        | 7,936           |
| Increase / (decrease) in tax payables                          | (311)          | -               | -              | -               |
| Increase / (decrease) in other prepayments received            | 1,173          | 134             | (596)          | 134             |
| Increase / (decrease) in provision for return of appropriation | (802)          | (257)           | (802)          | (257)           |
| <b>Net cash from (used by)</b><br><b>operating activities</b>  | <b>24,686</b>  | <b>(15,525)</b> | <b>22,970</b>  | <b>(15,523)</b> |

#### 15. Reporting of outcomes

The Corporation is structured to meet one outcome: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

|  | Outcome 1      |                |
|--|----------------|----------------|
|  | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Net cost of outcome delivery</b>                  |                |                |
| Expenses   | 313,684        | 264,658        |
| <b>Income from non-government sector</b>             |                |                |
| Activities subject to cost recovery                  | -              | -              |
| Other  | -              | -              |
| <b>Total</b>   | <b>-</b>       | <b>-</b>       |
| <b>Other own-source income</b>                       | <b>107,141</b> | <b>77,853</b>  |
| <b>Net cost / (contribution) of outcome delivery</b> | <b>206,543</b> | <b>186,805</b> |

The net costs shown include intra-government costs that would be eliminated in calculating the actual Budget Outcome.



## 16. Financial Instruments

All the Corporation's financial instruments are held-to-maturity and are not held for sale. No change in fair value has been recognised in profit and loss (statement of comprehensive income). No financial asset was pledged, or held as collateral, in 2010 (nil in 2009).

| Notes   | Consolidated   |                | Corporation    |                |
|---|--|----------------|----------------|----------------|
|   | 2010<br>\$'000   | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>16(a) Categories of financial instruments</b>  |  |                |                |                |
| <b>Financial assets</b>   |  |                |                |                |
| <u>Loans and receivables</u>  |  |                |                |                |
| Cash  | 9(a)   | 18,018         | 15,921         | 16,886         |
| Receivables for goods and services (net)  | 9(b)   | 29,502         | 15,260         | 28,451         |
|   |  | 47,520         | 31,181         | 45,337         |
| <u>Held-to-maturity</u>   |  |                |                |                |
| Investments   | 9(c)   | 35,498         | 28,370         | 34,598         |
| <b>Carrying amount of financial assets</b>  |  | <b>83,018</b>  | <b>59,551</b>  | <b>79,935</b>  |
| <b>Financial liabilities</b>  |  |                |                |                |
| <u>At amortised cost</u>  |  |                |                |                |
| Loans from Government   | 12(a)  | 18,052         | 23,808         | 18,052         |
| Suppliers – trade creditors   | 11(a)  | 24,206         | 25,619         | 23,522         |
|   |  | 42,258         | 49,427         | 41,574         |
| <b>Carrying amount of financial liabilities</b>   |  | <b>42,258</b>  | <b>49,427</b>  | <b>41,574</b>  |
| <b>16(b) Net income and expense from financial assets</b>                                     |  |                |                |                |
| <u>Held-to-maturity investments</u>   |  |                |                |                |
| Interest revenue  | 6(b)   | 2,694          | 2,525          | 2,600          |
| <b>Net gain/(loss) held-to-maturity</b>   |  | <b>2,694</b>   | <b>2,525</b>   | <b>2,600</b>   |
| <u>Receivables</u>  |  |                |                |                |
| Exchange gains/(loss)   |  | (30)           | (16)           | (30)           |
| <b>Net gain/(loss) from financial assets (not at fair value through profit and loss)</b>      | (i)  | <b>2,664</b>   | <b>2,509</b>   | <b>2,570</b>   |
|   |  |                |                | 2,502          |
| (i)   | There were no other gains or losses arising from financial assets other than interest revenue and exchange rate losses.            |                |                |                |
| <b>16(c) Net income and expense from financial liabilities</b>                                |  |                |                |                |
| <u>Financial liabilities – at amortised cost</u>  |  |                |                |                |
| Interest expense  | 5(f)   | (1,319)        | (778)          | (1,254)        |
| <u>Payables</u>   |  |                |                |                |
| Exchange gains/(loss)   |  | 52             | (85)           | 52             |
| <b>Net gain/(loss) financial liabilities</b>  |  | <b>(1,267)</b> | <b>(863)</b>   | <b>(1,202)</b> |
|   |  |                |                | (863)          |
| <u>Net gain/(loss) from financial liabilities (not at fair value through profit and loss)</u> | (i)  | <b>(1,267)</b> | <b>(863)</b>   | <b>(1,202)</b> |
|   |  |                |                | (863)          |
| (i)   | There were no other gains or losses arising from financial liabilities other than interest paid and exchange rate gains or losses. |                |                |                |



#### 16(d) Fair values of financial instruments

##### Valuation method used for determining the fair value of financial instruments

From 1 July 2009, amendments to AASB 7 "Financial Instruments: Disclosures" require fair value measurements to be in accordance with the following fair value measurement hierarchy (for recognition or disclosure of their fair value):

- Level 1 - quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2 - inputs (other than quoted prices included within level 1) that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3 - inputs for the asset or liability that are not based on observable market data (unobservable inputs).

As at 30 June 2010, the Corporation held investments (held-to-maturity) and loans payable to the Commonwealth for which fair values have been calculated, and disclosed in this note (as level 2 financial instruments). The fair values of the held-to-maturity investments and the Commonwealth loans are calculated on the basis of discounted cash flows using current interest rates (at 30 June) for investments and liabilities with similar market and credit risk profiles. The fair values of cash, receivables for goods and services, and trade creditors approximate their carrying amounts.

The Corporation has no level 3 financial instruments where a valuation technique is required to be based on significant unobservable inputs. No change in fair value disclosed in this note has been, nor is required to be, recognised in profit and loss. They are held to maturity, and are not held for sale.

| Consolidated                             | Notes | Carrying Amount |                | Net Fair Value |                |
|--|-------|-----------------|----------------|----------------|----------------|
|  |       | 2010<br>\$'000  | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Financial assets</b>                  |       |                 |                |                |                |
| Cash and cash equivalents                | 9(a)  | <b>18,018</b>   | 15,921         | <b>18,018</b>  | 15,921         |
| Receivables for goods and services (net) | 9(b)  | <b>29,502</b>   | 15,260         | <b>29,502</b>  | 15,260         |
| Investments                              | 9(c)  | <b>35,498</b>   | 28,370         | <b>35,387</b>  | 28,422         |
| <b>Total financial assets</b>            |       | <b>83,018</b>   | 59,551         | <b>82,907</b>  | 59,603         |
| <b>Financial liabilities</b>             |       |                 |                |                |                |
| Loans from Government                    | 12(a) | <b>18,052</b>   | 23,808         | <b>18,117</b>  | 23,816         |
| Suppliers – Trade Creditors              | 11(a) | <b>24,206</b>   | 25,619         | <b>24,206</b>  | 25,619         |
| Tax liabilities                          | 8     | <b>187</b>      | -              | <b>187</b>     | -              |
| <b>Total financial liabilities</b>       |       | <b>42,445</b>   | 49,427         | <b>42,510</b>  | 49,435         |

There are no unrecognised financial assets or liabilities.

#### *Corporation*

| <b>Financial assets</b>                  |       |               |        |               |        |
|--|-------|---------------|--------|---------------|--------|
| Cash and cash equivalents                | 9(a)  | <b>16,886</b> | 15,814 | <b>16,886</b> | 15,814 |
| Receivables for goods and services (net) | 9(b)  | <b>28,451</b> | 16,459 | <b>28,451</b> | 16,459 |
| Investments                              | 9(c)  | <b>34,598</b> | 28,370 | <b>35,387</b> | 28,422 |
| <b>Total financial assets</b>            |       | <b>79,935</b> | 60,643 | <b>80,724</b> | 60,695 |
| <b>Financial liabilities</b>             |       |               |        |               |        |
| Loans from Government                    | 12(a) | <b>18,052</b> | 23,808 | <b>18,117</b> | 23,816 |
| Suppliers – Trade Creditors              | 11(a) | <b>23,522</b> | 25,614 | <b>23,522</b> | 25,614 |
| <b>Total financial liabilities</b>       |       | <b>41,574</b> | 49,422 | <b>41,639</b> | 49,430 |

There are no unrecognised financial assets or liabilities.



**16(e) Credit risk**

The economic entity's maximum exposures to credit risk at reporting date is the carrying amount of receivables for goods and services, as reported in the balance sheet.

Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors. The economic entity has adopted a policy of rating the creditworthiness of entities before transacting with them, using information supplied by independent rating agencies where available or appropriate.

Trade receivables for the Corporation consist mainly of accredited advertising agencies and clients spread across diverse industries and geographical areas.

The following consolidated table for the economic entity illustrates the economic entity's exposure to credit risk. There is no significant difference between the Corporation's and the economic entity's exposure to credit risk. Receivables (for goods and services) for the Corporation's subsidiaries, MST Ltd and PAN TV Ltd, relate to Pay TV subscription fees (\$2.245m in 2010).

| Consolidated                             | Notes | Not Past Due<br>Nor Impaired |                | Past due or impaired |                |
|--|-------|------------------------------|----------------|----------------------|----------------|
|  |       | 2010<br>\$'000               | 2009<br>\$'000 | 2010<br>\$'000       | 2009<br>\$'000 |
| Receivables for goods and services (net) | 9(b)  | 28,893                       | 14,009         | 609                  | 1,253          |

Ageing of financial assets that are past due but not impaired are provided in note 9(b). An impairment allowance for doubtful debts is made for receivables assessed individually as impaired.

**16(f) Market risk**

Market risks of the Corporation comprise mainly of interest and foreign currency risk.

The Corporation's foreign currency risk is limited to some major sports events where contracts are entered into in foreign currencies. The majority of contracts, however, including overseas program purchases, are entered into in Australian dollars. Under current Government regulations, the Corporation cannot enter into any specific foreign exchange hedge contracts.

Interest rate risks are managed by maintaining an appropriate mix between fixed and floating rates for both the economic entity's investments and loans from Government. The two loans from Government are fixed, the first at the prevailing 10 year Government bond rate (6.02%) at the time of raising the loan in 2002, and the second (a loan of \$15.000m received in 2009 - see note 12) is fixed at 4.29%.

The economic entity's consolidated exposure to interest rates on financial assets and financial liabilities are detailed in the liquidity risk management section of this note (see note 16(g)).



**16(f) Market risk (Cont.)**

Interest rate and foreign currency sensitivity analysis is provided in the following table:

| Notes   | Risk variable    | Change in variable | Profit and loss | Equity |  |  |
|---|------------------|--------------------|-----------------|--------|--|--|
|   |                  |                    | %               | \$'000 |  |  |
| <b>Sensitivity Analysis as at 30 June 2010</b>              |                  |                    |                 |        |  |  |
| <i>Consolidated</i>   |                  |                    |                 |        |  |  |
| <u>Interest rate risk – analogue extensions investments</u> | (i)              |                    |                 |        |  |  |
| Increase  | Interest         | +1.5%              | 102             | –      |  |  |
| Decrease  | Interest         | -1.5%              | (102)           | –      |  |  |
| <u>Interest rate risk – operational investments</u>         |                  |                    |                 |        |  |  |
| Increase  | Interest         | +1.5%              | 455             | –      |  |  |
| Decrease  | Interest         | -1.5%              | (455)           | –      |  |  |
| <u>Currency risk (mainly in Swiss CHF and American USD)</u> | (ii)             |                    |                 |        |  |  |
| Increase  | Exposed Currency | +14%               | 4,233           | –      |  |  |
| Decrease  | Exposed Currency | -14%               | (4,233)         | –      |  |  |
| <b>Sensitivity Analysis as at 30 June 2009</b>              |                  |                    |                 |        |  |  |
| <i>Consolidated</i>   |                  |                    |                 |        |  |  |
| <u>Interest rate risk – analogue extensions investments</u> | (i)              |                    |                 |        |  |  |
| Increase  | Interest         | +0.74%             | 33              | –      |  |  |
| Decrease  | Interest         | -0.75%             | (33)            | –      |  |  |
| <u>Interest rate risk – operational investments</u>         |                  |                    |                 |        |  |  |
| Increase  | Interest         | +0.74%             | 119             | –      |  |  |
| Decrease  | Interest         | -0.75%             | (119)           | –      |  |  |
| <u>Currency risk (mainly in Swiss CHF and American USD)</u> | (ii)             |                    |                 |        |  |  |
| Increase  | Exposed Currency | +12%               | 2,865           | –      |  |  |
| Decrease  | Exposed Currency | -12%               | (2,865)         | –      |  |  |

- (i) The Corporation received revenue from the Government (the TV Fund) to provide analogue extensions to regional Australia to 2012 - see note 9(c)(i). The amounts received, including interest, are recognised as revenue only when related expenditure is incurred in future periods, and does not immediately impact on the statement of comprehensive income -see 11(b)(ii).
- (ii) Foreign currency gains and losses are recognised in profit or loss at the time the transaction is paid.

**16(g) Liquidity risk**

Liquidity risk is the risk that the economic entity will encounter difficulty in meeting obligations associated with financial liabilities.

The Corporation is an appropriated entity, which also relies on the sale of goods and services (mainly advertising) to fund its operations. It has received, and continues to receive, money's from Government to fund its medium-term commitment (to 2012) for analogue extensions to regional areas, and for the long-term transition to digital transmission.

The Corporation has also established unsecured loans from Government. In 2009 the Corporation received a loan of \$15,000m to offset the cashflow impact of advance payments required for sporting events rights and to fund infrastructure works related to digital broadcasting. In 2002 the Corporation received a loan at the prevailing 10 year Government bond rate (6.02%) for its premises at Artarmon.

To manage its liquidity risk, the Corporation and its controlled entities continuously monitor actual cash flows against forecast, reviewing and matching the maturity profiles of financial assets and liabilities, and reforecasting revenues from independent sources (mainly advertising and Pay TV subscription fees).

The following consolidated table for the economic entity illustrates the economic entity's exposure to credit risk.

| Consolidated                       |            | Notes         | Floating Interest Rate | Fixed Interest Rate Maturing In | Non-Interest Bearing |                |                | Total          | Weighted Average Effective Rate |
|------------------------------------|------------|---------------|------------------------|---------------------------------|----------------------|----------------|----------------|----------------|---------------------------------|
| Financial Instrument               |            |               |                        |                                 | 2010<br>\$'000       | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |                                 |
| <b>Financial Assets</b>            |            |               |                        |                                 |                      |                |                |                |                                 |
| Cash                               | 9(a)       | 18,018        | 15.921                 | —                               | —                    | —              | —              | —              | 18,018                          |
| Receivables for goods and services | 9(b)       | —             | —                      | 23,695                          | 10,325               | 11,472         | 17,714         | 331            | 29,502                          |
| Term Deposits                      | 9(c)       | —             | —                      | —                               | —                    | —              | —              | —              | 35,493                          |
| <b>Total Financial Assets</b>      |            | <b>18,018</b> | <b>15,921</b>          | <b>23,695</b>                   | <b>10,325</b>        | <b>11,472</b>  | <b>17,714</b>  | <b>331</b>     | <b>29,502</b>                   |
| <b>Total Assets</b>                |            |               |                        |                                 |                      |                |                |                |                                 |
| <b>Financial Liabilities</b>       |            |               |                        |                                 |                      |                |                |                |                                 |
| Loan from Government               | 12(a), (i) | —             | 5,958                  | 5,799                           | 12,094               | 18,009         | —              | —              | 18,052                          |
| Suppliers                          | —          | —             | —                      | —                               | —                    | —              | —              | —              | 23,808                          |
| (Trade Creditors)                  | 11(a)      | —             | —                      | —                               | —                    | —              | —              | 24,206         | 4,9%                            |
| <b>Total Financial Liabilities</b> |            | <b>—</b>      | <b>5,958</b>           | <b>5,799</b>                    | <b>12,094</b>        | <b>18,009</b>  | <b>—</b>       | <b>24,206</b>  | <b>4,9%</b>                     |
| <b>Total Liabilities</b>           |            |               |                        |                                 |                      |                |                |                |                                 |
|                                    |            |               |                        |                                 |                      |                |                | <b>93,075</b>  | <b>98,754</b>                   |

(i) SBS entered into an interest rate hedge on 4 June 2002 to minimise the risk of interest rate movements on a loan from Government which was to be provided after balance date (2 July 2002) – at the prevailing 10 year Government bond rate (6.02%). The Commonwealth loan of \$24,000m was to repay the balance owing on a loan raised in 1992 for its Artarmon premises. The specific hedge entered into by the Corporation (on 4 June 2002) effectively locked the interest rate on the loan at 6.23%.

This loan will be repaid by 30 June 2012.

In 2009 the Corporation received a loan of \$15,000m to meet prepayments of licences (as required by contracts) for the broadcast of some major sports events and to upgrade its premises at Artarmon. The interest rate on this 5-year loan is fixed at 4.29%.



## 17. Contingent liabilities and assets

| Notes                             | Consolidated   |                | Corporation    |                |
|-----------------------------------|----------------|----------------|----------------|----------------|
|                                   | 2010<br>\$'000 | 2009<br>\$'000 | 2010<br>\$'000 | 2009<br>\$'000 |
| <b>Quantifiable contingencies</b> |                |                |                |                |
| Contingent liabilities            |                |                |                |                |
| Claims for damages or costs       | -              | -              | -              | -              |
| Total contingent liabilities      | -              | -              | -              | -              |
| Contingent assets                 |                |                |                |                |
| Claims for damages or costs       | -              | -              | -              | -              |
| Total contingent assets           | -              | -              | -              | -              |
| <b>Net contingent liabilities</b> | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       |

The Corporation has no quantifiable contingent asset or liability at 30 June 2010.

### Unquantifiable and remote contingencies

The Corporation has no unquantifiable or remote contingencies at 30 June 2010.

## **Appendices**



## Appendix 1

SBS ONE – Languages broadcast 2009/10

| Language              | HH:MM  | % Total | % LOTE | Language                             | HH:MM          | % Total       | % LOTE      |  |  |  |  |
|-----------------------|--------|---------|--------|--------------------------------------|----------------|---------------|-------------|--|--|--|--|
| Arabic                | 182:10 | 2.29%   | 4.97%  | Swedish                              | 20:00          | 0.25%         | 0.55%       |  |  |  |  |
| Australian Indigenous | 4:40   | 0.06%   | 0.13%  | Swiss German                         | 2:10           | 0.03%         | 0.06%       |  |  |  |  |
| Bambara               | 4:00   | 0.05%   | 0.11%  | Tagalog                              | 136:03         | 1.71%         | 3.71%       |  |  |  |  |
| Bosnian               | 3:39   | 0.05%   | 0.10%  | Thai                                 | 11:45          | 0.15%         | 0.32%       |  |  |  |  |
| Cantonese             | 137:01 | 1.72%   | 3.74%  | Tibetan                              | 2:15           | 0.03%         | 0.06%       |  |  |  |  |
| Catalan               | 1:44   | 0.02%   | 0.05%  | Tsotsitaal                           | 1:40           | 0.02%         | 0.05%       |  |  |  |  |
| Croatian              | 18:26  | 0.23%   | 0.50%  | Turkish                              | 136:45         | 1.72%         | 3.73%       |  |  |  |  |
| Czech                 | 9:35   | 0.12%   | 0.26%  | Ukrainian                            | 1:10           | 0.01%         | 0.03%       |  |  |  |  |
| Danish                | 65:16  | 0.82%   | 1.78%  | Urdu                                 | 11:57          | 0.15%         | 0.33%       |  |  |  |  |
| Dari                  | 2:03   | 0.03%   | 0.06%  | Vietnamese                           | 6:10           | 0.08%         | 0.17%       |  |  |  |  |
| Dutch                 | 36:57  | 0.46%   | 1.01%  | Languages < 1 hr (91)                | 17:17          | 0.22%         | 0.47%       |  |  |  |  |
| Farsi                 | 11:25  | 0.14%   | 0.31%  | <b>Total LOTE</b>                    | <b>3665:44</b> | <b>46.10%</b> | <b>100%</b> |  |  |  |  |
| Finnish               | 7:22   | 0.09%   | 0.20%  | <b>English</b>                       | <b>3983:33</b> | <b>50.10%</b> |             |  |  |  |  |
| Flemish               | 8:38   | 0.11%   | 0.24%  | <b>No Dialogue</b>                   | <b>302:08</b>  | <b>3.80%</b>  |             |  |  |  |  |
| French                | 459:52 | 5.78%   | 12.55% | <b>Total</b>                         | <b>7951:26</b> | <b>100%</b>   |             |  |  |  |  |
| Gaelic                | 1:23   | 0.02%   | 0.04%  | *LOTE – Languages other than English |                |               |             |  |  |  |  |
| German                | 298:32 | 3.75%   | 8.14%  |                                      |                |               |             |  |  |  |  |
| Greek                 | 294:47 | 3.71%   | 8.04%  |                                      |                |               |             |  |  |  |  |
| Hebrew                | 21:30  | 0.27%   | 0.59%  |                                      |                |               |             |  |  |  |  |
| Hindi                 | 68:40  | 0.86%   | 1.87%  |                                      |                |               |             |  |  |  |  |
| Hungarian             | 35:59  | 0.45%   | 0.98%  |                                      |                |               |             |  |  |  |  |
| Icelandic             | 6:21   | 0.08%   | 0.17%  |                                      |                |               |             |  |  |  |  |
| Indonesian            | 81:39  | 1.03%   | 2.23%  |                                      |                |               |             |  |  |  |  |
| Italian               | 256:09 | 3.22%   | 6.99%  |                                      |                |               |             |  |  |  |  |
| Japanese              | 201:49 | 2.54%   | 5.51%  |                                      |                |               |             |  |  |  |  |
| Korean                | 130:33 | 1.64%   | 3.56%  |                                      |                |               |             |  |  |  |  |
| Kurdish               | 1:40   | 0.02%   | 0.05%  |                                      |                |               |             |  |  |  |  |
| Macedonian            | 1:54   | 0.02%   | 0.05%  |                                      |                |               |             |  |  |  |  |
| Maltese               | 26:00  | 0.33%   | 0.71%  |                                      |                |               |             |  |  |  |  |
| Mandarin              | 235:23 | 2.96%   | 6.42%  |                                      |                |               |             |  |  |  |  |
| Maya                  | 2:20   | 0.03%   | 0.06%  |                                      |                |               |             |  |  |  |  |
| Mongolian             | 4:56   | 0.06%   | 0.13%  |                                      |                |               |             |  |  |  |  |
| Moore                 | 1:30   | 0.02%   | 0.04%  |                                      |                |               |             |  |  |  |  |
| Norwegian             | 14:18  | 0.18%   | 0.39%  |                                      |                |               |             |  |  |  |  |
| Polish                | 53:51  | 0.68%   | 1.47%  |                                      |                |               |             |  |  |  |  |
| Portuguese            | 47:22  | 0.60%   | 1.29%  |                                      |                |               |             |  |  |  |  |
| Romanian              | 8:05   | 0.10%   | 0.22%  |                                      |                |               |             |  |  |  |  |
| Russian               | 179:43 | 2.26%   | 4.90%  |                                      |                |               |             |  |  |  |  |
| Saami                 | 1:09   | 0.01%   | 0.03%  |                                      |                |               |             |  |  |  |  |
| Serbian               | 16:41  | 0.21%   | 0.46%  |                                      |                |               |             |  |  |  |  |
| Spanish               | 371:53 | 4.67%   | 10.15% |                                      |                |               |             |  |  |  |  |
| Swahili               | 1:13   | 0.02%   | 0.03%  |                                      |                |               |             |  |  |  |  |

## Appendix 2

### SBS ONE – Cultures represented 2009/10

|                          |                      |                   |                        |
|--------------------------|----------------------|-------------------|------------------------|
| Afghan                   | Croatian             | Korean            | Salvadoran             |
| African American         | Cuban                | Kurdish           | Samoan                 |
| Albanian                 | Czech                | Kyrgyz            | Saudi Arabian          |
| Algerian                 | Danish               | Laotian           | Scottish               |
| American                 | Djiboutian           | Latvian           | Senegalese             |
| American Indian          | Dominican Republican | Lebanese          | Serbian                |
| Andorran                 | Dutch                | Libyan            | Sierra Leonean         |
| Angolan                  | East Timorese        | Lithuanian        | Singaporean            |
| Argentine                | Ecuadorian           | Luxembourgish     | Slovak                 |
| Armenian                 | Egyptian             | Macedonian        | Slovenian              |
| Australian               | Emirati              | Malagasy          | Somali                 |
| Australian Indigenous    | English              | Malawian          | South African          |
| Austrian                 | Eritrean             | Malaysian         | Spanish                |
| Azerbaijani              | Estonian             | Malian            | Sri Lankan             |
| Bahraini                 | Ethiopian            | Maltese           | Sudanese               |
| Bangladeshi              | Fijian               | Maori             | Swedish                |
| Bedouin                  | Filipino             | Mauritanian       | Swiss                  |
| Belarusian               | Finnish              | Melanesian        | Syrian                 |
| Belgian                  | French               | Mexican           | Taiwanese              |
| Bengali                  | Gabonese             | Micronesian       | Tajik                  |
| Beninese                 | Georgian             | Moldovan          | Tamil                  |
| Bhutanese                | German               | Mongolian         | Tanzanian              |
| Bolivian                 | Ghanaian             | Montenegrin       | Thai                   |
| Bosnian                  | Greek                | Moroccan          | Tibetan                |
| Botswanan                | Guinean              | Mozambican        | Tongan                 |
| Brazilian                | Guyanese             | Namibian          | Torres Strait Islander |
| British                  | Haitian              | Nepalese          | Tunisian               |
| Bulgarian                | Honduran             | New Zealand       | Turkish                |
| Burkinabe                | Hong Kong            | Nigerien          | Turkmen                |
| Burmese                  | Hungarian            | Nigerian          | Ugandan                |
| Burundian                | Icelandic            | Norwegian         | Ukrainian              |
| Cambodian                | Indian               | Omani             | Uruguayan              |
| Cameroonian              | Indonesian           | Pakistani         | Venezuelan             |
| Canadian                 | Inuit                | Palestinian       | Vietnamese             |
| Cape Verdean             | Iranian              | Panamanian        | Yemeni                 |
| Catalan                  | Iraqi                | Papua New Guinean | Zambian                |
| Central African Republic | Irish                | Paraguayan        | Zimbabwean             |
| Chechen                  | Israeli              | Peruvian          |                        |
| Chilean                  | Italian              | Polish            |                        |
| Chinese                  | Ivorian              | Polynesian        |                        |
| Colombian                | Jamaican             | Portuguese        |                        |
| Comoran                  | Japanese             | Romanian          |                        |
| Congolese                | Jordanian            | Russian           |                        |
| Costa Rican              | Kenyan               | Saami             |                        |

### Appendix 3

#### SBS TWO – Languages broadcast 2009/10

| Language     | HH:MM  | % Total | % LOTE | Language                             | HH:MM          | % Total       | % LOTE      |  |  |  |  |
|--------------|--------|---------|--------|--------------------------------------|----------------|---------------|-------------|--|--|--|--|
| Arabic       | 186:37 | 2.52%   | 3.60%  | Tsotsitaal                           | 1:40           | 0.02%         | 0.03%       |  |  |  |  |
| Bambara      | 3:17   | 0.04%   | 0.06%  | Turkish                              | 140:22         | 1.89%         | 2.71%       |  |  |  |  |
| Bengali      | 8:14   | 0.11%   | 0.16%  | Urdu                                 | 7:32           | 0.10%         | 0.15%       |  |  |  |  |
| Bosnian      | 5:22   | 0.07%   | 0.10%  | Vietnamese                           | 6:30           | 0.09%         | 0.13%       |  |  |  |  |
| Cantonese    | 210:18 | 2.84%   | 4.06%  | Languages less than 1 hour (44)      | 8:47           | 0.12%         | 0.17%       |  |  |  |  |
| Croatian     | 109:25 | 1.48%   | 2.11%  | <b>Total LOTE</b>                    | <b>5180:56</b> | <b>69.93%</b> | <b>100%</b> |  |  |  |  |
| Czech        | 15:22  | 0.21%   | 0.30%  | <b>English</b>                       | <b>1341:11</b> | <b>18.10%</b> |             |  |  |  |  |
| Danish       | 92:11  | 1.24%   | 1.78%  | <b>No Dialogue</b>                   | <b>886:09</b>  | <b>11.96%</b> |             |  |  |  |  |
| Dutch        | 81:48  | 1.10%   | 1.58%  | <b>Total</b>                         | <b>7408:16</b> | <b>100%</b>   |             |  |  |  |  |
| Farsi        | 19:54  | 0.27%   | 0.38%  | *LOTE – Languages other than English |                |               |             |  |  |  |  |
| Finnish      | 1:57   | 0.03%   | 0.04%  |                                      |                |               |             |  |  |  |  |
| Flemish      | 1:44   | 0.02%   | 0.03%  |                                      |                |               |             |  |  |  |  |
| French       | 621:52 | 8.39%   | 12.00% |                                      |                |               |             |  |  |  |  |
| Georgian     | 1:01   | 0.01%   | 0.02%  |                                      |                |               |             |  |  |  |  |
| German       | 403:27 | 5.45%   | 7.79%  |                                      |                |               |             |  |  |  |  |
| Greek        | 294:32 | 3.98%   | 5.69%  |                                      |                |               |             |  |  |  |  |
| Hebrew       | 20:12  | 0.27%   | 0.39%  |                                      |                |               |             |  |  |  |  |
| Hindi        | 95:38  | 1.29%   | 1.85%  |                                      |                |               |             |  |  |  |  |
| Hungarian    | 62:08  | 0.84%   | 1.20%  |                                      |                |               |             |  |  |  |  |
| Icelandic    | 5:51   | 0.08%   | 0.11%  |                                      |                |               |             |  |  |  |  |
| Indonesian   | 134:05 | 1.81%   | 2.59%  |                                      |                |               |             |  |  |  |  |
| Italian      | 370:22 | 5.00%   | 7.15%  |                                      |                |               |             |  |  |  |  |
| Japanese     | 257:24 | 3.47%   | 4.97%  |                                      |                |               |             |  |  |  |  |
| Khmer        | 1:54   | 0.03%   | 0.04%  |                                      |                |               |             |  |  |  |  |
| Korean       | 179:00 | 2.42%   | 3.46%  |                                      |                |               |             |  |  |  |  |
| Macedonian   | 19:45  | 0.27%   | 0.38%  |                                      |                |               |             |  |  |  |  |
| Maltese      | 39:30  | 0.53%   | 0.76%  |                                      |                |               |             |  |  |  |  |
| Mandarin     | 287:09 | 3.88%   | 5.54%  |                                      |                |               |             |  |  |  |  |
| Norwegian    | 19:39  | 0.27%   | 0.38%  |                                      |                |               |             |  |  |  |  |
| Pashto       | 1:58   | 0.03%   | 0.04%  |                                      |                |               |             |  |  |  |  |
| Polish       | 164:44 | 2.22%   | 3.18%  |                                      |                |               |             |  |  |  |  |
| Portuguese   | 77:20  | 1.04%   | 1.49%  |                                      |                |               |             |  |  |  |  |
| Punjabi      | 1:29   | 0.02%   | 0.03%  |                                      |                |               |             |  |  |  |  |
| Romanian     | 11:14  | 0.15%   | 0.22%  |                                      |                |               |             |  |  |  |  |
| Russian      | 285:05 | 3.85%   | 5.50%  |                                      |                |               |             |  |  |  |  |
| Serbian      | 105:04 | 1.42%   | 2.03%  |                                      |                |               |             |  |  |  |  |
| Spanish      | 499:19 | 6.74%   | 9.64%  |                                      |                |               |             |  |  |  |  |
| Swedish      | 75:29  | 1.02%   | 1.46%  |                                      |                |               |             |  |  |  |  |
| Swiss German | 1:36   | 0.02%   | 0.03%  |                                      |                |               |             |  |  |  |  |
| Tagalog      | 224:14 | 3.03%   | 4.33%  |                                      |                |               |             |  |  |  |  |
| Thai         | 14:53  | 0.20%   | 0.29%  |                                      |                |               |             |  |  |  |  |
| Tibetan      | 3:42   | 0.05%   | 0.07%  |                                      |                |               |             |  |  |  |  |

## **Appendix 4**

### **SBS TWO – Cultures represented 2009/10**

|                       |                   |                  |
|-----------------------|-------------------|------------------|
| Afghan                | Haitian           | Rwandan          |
| Algerian              | Honduran          | Samoan           |
| American              | Hong Kong         | Scottish         |
| Argentine             | Hungarian         | Serbian          |
| Australian            | Icelandic         | Singaporean      |
| Australian Indigenous | Indian            | Slovak           |
| Austrian              | Iranian           | Slovenian        |
| Belgian               | Iraqi             | Solomon Islander |
| Bengali               | Irish             | South African    |
| Bhutanese             | Israeli           | Spanish          |
| Bosnian               | Italian           | Sri Lankan       |
| Botswanan             | Ivorian           | Sudanese         |
| Brazilian             | Japanese          | Swedish          |
| British               | Kenyan            | Swiss            |
| Bulgarian             | Korean            | Taiwanese        |
| Burkinabe             | Kyrgyz            | Tanzanian        |
| Cambodian             | Lebanese          | Thai             |
| Cameroonian           | Libyan            | Tibetan          |
| Canadian              | Lithuanian        | Tongan           |
| Catalan               | Macedonian        | Tunisian         |
| Chadian               | Malawian          | Turkish          |
| Chilean               | Malaysian         | Turkmen          |
| Chinese               | Malian            | Ugandan          |
| Colombian             | Maltese           | Uruguayan        |
| Congolese             | Mexican           | Vietnamese       |
| Croatian              | Mongolian         | Welsh            |
| Cuban                 | Montenegrin       | Zambian          |
| Czech                 | Moroccan          |                  |
| Danish                | Mozambican        |                  |
| Dutch                 | Nepalese          |                  |
| Egyptian              | New Zealand       |                  |
| English               | Nigerian          |                  |
| Estonian              | Norwegian         |                  |
| Ethiopian             | Pakistani         |                  |
| Fijian                | Palestinian       |                  |
| Filipino              | Papua New Guinean |                  |
| Finnish               | Paraguayan        |                  |
| Flemish               | Peruvian          |                  |
| French                | Polish            |                  |
| Georgian              | Polynesian        |                  |
| German                | Portuguese        |                  |
| Ghanaian              | Romany            |                  |
| Greek                 | Romanian          |                  |
| Guatemalan            | Russian           |                  |

## Appendix 5

SBS Radio – Languages broadcast (HOURS / WEEK)<sup>1</sup>

|                    | Analogue         | Analogue/Digital                |                                 | Lithuanian                       | 1                | 1                |
|--------------------|------------------|---------------------------------|---------------------------------|----------------------------------|------------------|------------------|
| Language           | National Network | Melbourne                       | Sydney <sup>3</sup>             | Macedonian                       | 2                | 6                |
|                    |                  | AM/FM                           | AM/FM                           | Malay                            | 1                | 1                |
|                    |                  | SBS Radio<br>2 / 4 <sup>2</sup> | SBS Radio<br>1 / 3 <sup>4</sup> | Maltese                          | 2                | 7                |
|                    |                  |                                 |                                 | Mandarin                         | 3                | 7                |
| Aboriginal         | 2                | 3                               | 3                               | Maori                            | 0                | 1                |
| African            | 1                | 1                               | 1                               | Nepalese                         | 0                | 0                |
| Albanian           | 0                | 2                               | 1                               | Norwegian                        | 0                | 1                |
| Amharic            | 1                | 1                               | 1                               | Persian-Farsi                    | 1                | 1                |
| Arabic             | 4                | 10                              | 14                              | Polish                           | 4                | 8                |
| Armenian           | 1                | 2                               | 3                               | Portuguese                       | 2                | 4                |
| Assyrian           | 0                | 1                               | 1                               | Punjabi                          | 1                | 2                |
| Bangla             | 0                | 1                               | 1                               | Romanian                         | 1                | 1                |
| Bosnian            | 0                | 1                               | 1                               | Russian                          | 3                | 5                |
| Bulgarian          | 0                | 1                               | 0                               | Samoan                           | 0                | 1                |
| Burmese            | 1                | 1                               | 1                               | Serbian                          | 2                | 5                |
| Cantonese          | 5                | 9                               | 9                               | Sinhalese                        | 1                | 1                |
| Cook Islands Maori | 0                | 1                               | 1                               | Slovak                           | 1                | 1                |
| Croatian           | 2                | 5                               | 5                               | Slovenian                        | 1                | 2                |
| Czech              | 1                | 1                               | 2                               | Somali                           | 1                | 1                |
| Danish             | 1                | 1                               | 1                               | Spanish                          | 4                | 10               |
| Dari               | 1                | 1                               | 1                               | Swedish                          | 1                | 1                |
| Dutch              | 3                | 4                               | 4                               | Tamil                            | 1                | 1                |
| Estonian           | 1                | 1                               | 1                               | Thai                             | 1                | 2                |
| Fijian             | 0                | 1                               | 1                               | Tongan                           | 1                | 1                |
| Filipino           | 4                | 6                               | 6                               | Turkish                          | 2                | 7                |
| Finnish            | 1                | 1                               | 1                               | Ukrainian                        | 1                | 3                |
| French             | 3                | 5                               | 5                               | Urdu                             | 1                | 1                |
| German             | 4                | 9                               | 6                               | Vietnamese                       | 7                | 14               |
| Greek              | 7                | 14                              | 14                              | Yiddish                          | 1                | 2                |
| Gujarati           | 0                | 0                               | 1                               | <b>Total LOTE</b>                | <b>105 (87%)</b> | <b>216 (86%)</b> |
| Hebrew             | 1                | 2                               | 2                               |                                  |                  | <b>216 (86%)</b> |
| Hindi              | 1                | 3                               | 3                               | <b>Total English<sup>5</sup></b> | <b>21 (13%)</b>  | <b>34 (14%)</b>  |
| Hungarian          | 2                | 4                               | 3                               |                                  |                  | <b>34 (14%)</b>  |
| Indonesian         | 2                | 3                               | 3                               |                                  |                  |                  |
| Italian            | 7                | 14                              | 14                              |                                  |                  |                  |
| Japanese           | 1                | 1                               | 1                               |                                  |                  |                  |
| Kannada            | 0                | 0                               | 1                               |                                  |                  |                  |
| Khmer              | 1                | 4                               | 4                               |                                  |                  |                  |
| Korean             | 1                | 2                               | 4                               |                                  |                  |                  |
| Kurdish            | 0                | 1                               | 1                               |                                  |                  |                  |
| Laotian            | 1                | 2                               | 2                               |                                  |                  |                  |
| Latvian            | 1                | 2                               | 2                               |                                  |                  |                  |

<sup>1</sup> 6am-midnight and excluding non-SBS produced programs (overnight schedule).

2 SBS Digital Radio services available in Melbourne, Adelaide and Perth: SBS Radio 2 simulcasts SBS's analogue Melbourne AM/FM services; SBS Radio 4 was a time-shifted broadcast (+2 hours of SBS Radio 2) which was discontinued on 11 June 2010.

3 Sydney, Canberra and Wollongong analogue services.

4 SBS Digital Radio services available in Sydney and Brisbane: SBS Radio 1 simulcasts SBS's analogue Sydney AM/FM services; SBS Radio 3 was a time-shifted broadcast (+2 hours of SBS Radio 1) which was discontinued on 11 June 2010.

5 Includes the Aboriginal and African programs.

## Appendix 6

Top 50 programs\* – SBS ONE – 2009/10

| Program                                     | Genre         | Audience (000s) |
|---|---------------|-----------------|
| 1 2010 FIFA World Cup: Ghana vs Australia   | Sport         | 1,421           |
| 2 Top Gear                                  | Entertainment | 1,000           |
| 3 2009 Ashes: Fourth Test, Day 3, Session 1 | Sport         | 782             |
| 4 Man vs Wild                               | Entertainment | 722             |
| 5 James May's Toy Stories                   | Entertainment | 619             |
| 6 Mythbusters                               | Entertainment | 518             |
| 7 Richard Hammond: Engineering Connections  | Entertainment | 518             |
| 8 Who Do You Think You Are?                 | Documentary   | 477             |
| 9 World News Australia Late                 | News          | 472             |
| 10 Food Safari (Rpt)                        | Entertainment | 456             |
| 11 A History of Scotland                    | Documentary   | 452             |
| 12 Food Investigators                       | Entertainment | 430             |
| 13 Why Are Thin People Not Fat?             | Documentary   | 425             |
| 14 Eurovision Song Contest – Semi Final 2   | Entertainment | 414             |
| 15 Italian Food Safari                      | Entertainment | 410             |
| 16 Monster Moves                            | Entertainment | 404             |
| 17 Inspector Rex (Rpt)                      | Drama         | 403             |
| 18 Big Bang in Tunguska                     | Documentary   | 390             |
| 19 Thinking XXX (Rpt)                       | Documentary   | 369             |
| 20 Gourmet Farmer                           | Entertainment | 366             |
| 21 Voyages of Discovery (Rpt)               | Documentary   | 364             |
| 22 Honeybee Blues                           | Documentary   | 347             |
| 23 The Perfect Vagina (Rpt)                 | Documentary   | 345             |
| 24 Costa's Garden Odyssey                   | Entertainment | 339             |
| 25 Oz and James's Big Wine Adventure        | Entertainment | 333             |
| 26 Why Do We Dream?                         | Documentary   | 329             |
| 27 Iron Chef                                | Entertainment | 328             |
| 28 Cannabis: The Evil Weed                  | Documentary   | 326             |
| 29 Luke Nguyen's Vietnam                    | Entertainment | 323             |
| 30 Unexplained                              | Documentary   | 323             |
| 31 The Machine That Made Us (Rpt)           | Documentary   | 323             |
| 32 Striptease Unveiled (Rpt)                | Documentary   | 319             |
| 33 Can We Make a Star On Earth?             | Documentary   | 318             |
| 34 The Great Sperm Race                     | Documentary   | 316             |
| 35 Trawlersmen                              | Documentary   | 316             |
| 36 Are You My Mother?                       | Documentary   | 314             |
| 37 Hitler's Bodyguard                       | Documentary   | 313             |
| 38 Indie Sex (Rpt)                          | Documentary   | 310             |
| 39 Best Undressed (Rpt)                     | Documentary   | 308             |
| 40 James May's Big Ideas                    | Entertainment | 305             |
| 41 Law and Disorder                         | Documentary   | 305             |
| 42 The Moon (Rpt)                           | Documentary   | 303             |
| 43 What's the Problem with Nudity?          | Documentary   | 301             |
| 44 Heston's Feasts                          | Entertainment | 301             |
| 45 Flight of the Conchords                  | Comedy        | 301             |
| 46 China's Great Wall (Rpt)                 | Documentary   | 300             |
| 47 Rockwiz (Rpt)                            | Entertainment | 300             |
| 48 Young Victoria                           | Documentary   | 299             |
| 49 Erotic Tales 2 (Rpt)                     | Drama         | 298             |
| 50 Leaving the Cult                         | Documentary   | 297             |

\*Titles are only shown once, with top rating episode from a series shown.

Source: OzTAM – 5 City Metro; total individuals incl. guests.

## Appendix 7

### Top 10 SBS websites – 2009/10

|    | Website              | Monthly UBs |
|----|----------------------|-------------|
| 1  | The World Game       | 1,413,101   |
| 2  | SBS HOMEPAGE         | 489,747     |
| 3  | Tour de France       | 429,517     |
| 4  | SBS Video Player     | 333,592     |
| 5  | SBS Schedule         | 293,873     |
| 6  | World News Australia | 202,626     |
| 7  | Food                 | 179,389     |
| 8  | Film                 | 138,512     |
| 9  | SBS TV HOMEPAGE      | 121,948     |
| 10 | Cycling Central      | 59,472      |

Source: Nielsen Netratings SiteCensus, Highest Monthly Unique Browsers.

## **Appendix 8**

### **Industry and Community Awards 2009/10**

#### **SBS Content (Television and Online)**

##### **NATIONAL**

###### **AFI (Australian Film Institute) Awards 2009**

AFI Award for Best Cinematography in a Documentary  
*Cracking the Colour Code* – Episode 2 (Making Colours) –  
Ian Batt & Vincent Fooy

AFI Award for Best Documentary Series  
*First Australians* – Darren Dale, Rachel Perkins & Helen  
Panchurst

AFI Award for Best Direction in a Documentary  
*The Choir* – Michael Davie

AFI Award for Best Lead Actress in a Television Drama  
*East West 101* – Season 2 – Susie Porter

AFI Award for Best Direction in Television  
*East West 101* – Season 2 (Episode 13, Atonement) –  
Peter Andrikidis

AFI Award for Best Television Drama Series  
*East West 101* – Season 2 – Kristine Wyld & Steve  
Knapman

###### **AWGIE (Australian Writers' Guild) Awards**

Documentary - Public Broadcast  
*First Australians* – Episode 1 – Rachel Perkins & Louis  
Nowra

Telemovie Original  
*Saved* – Belinda Chayko

Television Mini Series Original  
*The Circuit* – Series 2 – Kelly Lefever & Mitch Torres with  
Dot West & Wayne Blair

###### **Australian Directors Guild Awards 2009**

Documentary Series  
*First Australians: Freedom for Our Lifetime* – Rachel  
Perkins

Feature film  
*Mary and Max* – Adam Elliot

Telemovie  
*Saved* – Tony Ayres

TV Comedy Series  
*Newstopia* – Episode 10 – Bradley Howard

###### **Couch Potato Awards (Australian TV Critics)**

Best Local Documentary Feature  
*Honeybee Blues*

###### **EnhanceTV ATOM Awards 2009**

Best Documentary General  
*My Asian Heart*

###### **TV Week Logie Awards 2010**

Silver: Most Outstanding Actor  
Don Hany *East West 101*

Silver: Most Outstanding Actress  
Claudia Karvan *Saved*

Silver: Most Outstanding Drama Series, Miniseries or  
Telemovie  
*East West 101*

Most Outstanding Factual  
*Law and Disorder*

###### **United Nations Association of Australia Media Peace Awards**

Documentary  
*First Australians* – Rachel Perkins & Darren Dale

###### **Walkley Awards 2009**

Television Current Affairs, Feature, Documentary or  
Special (more than 20 minutes)  
*Forbidden Lies* – Anna Broinowski & Sally Regan

##### **INTERNATIONAL**

###### **14th Asian Television Awards 2009**

Highly Commended – Best Natural History or Wildlife  
Program or Docu-drama  
*Death of the Megabeasts*

###### **18th Environmental Film Festival in Tokyo**

Earth Vision Award  
*Honeybee Blues*

###### **Archaeology Channel Film & Video Festival**

Best Special Effects  
*Death of the Megabeasts*

###### **Chicago International Film Festival 2010**

Silver Hugo Award for Best Television Mini-Series  
*The Circuit* – Series 2

###### **Flagstaff Mountain Film Festival 2009**

People Choice Award  
*Tibet: Murder in the Snow*

###### **New York Festivals International Television & Film Awards**

Best Mini-Series  
*East West 101* – Series 2

###### **2010 SCINEMA Festival of Science Film Competition**

Director's Choice  
*Honeybee Blues*

###### **Strasbourg International Film Festival 2009**

Best Documentary Short Film  
*Paper Dolls: Australian Pinups of World War Two*

###### **WorldFest Houston Film Festival 2010**

Platinum Remi Award: Television & Cable Productions –  
Sound/Sound Design  
*Heartbreak Science*

Gold Remi Award: Television & Cable Productions – Documentary  
*Heartbreak Science*

Gold Remi Award: Television & Cable Productions – Use of HD  
*Death of the Megabeasts*

Gold Remi Award: TV & Cable – Craft  
*Death of the Megabeasts*

Gold Remi Award: Television & Cable Productions – TV Series: Documentary  
*Every Family's Nightmare*

Gold Remi Award: Television & Cable Productions– Documentary  
*Every Family's Nightmare*

#### [SBS News and Current Affairs](#)

##### [Amnesty International's Human Rights Award](#)

Adrian Brown – *Dateline* 'Kidnapped'

##### [Queensland Media Awards](#)

Best Radio News Report

Stefan Armbruster – *Malu Sara* – *Coroner's Findings*

##### [United Nations Association of Australia Media Peace Awards](#)

Best Television News

Yalda Hakim – *World News Australia* – Afghanistan stories

Best Current Affairs

David O'Shea – *Dateline* 'Bali's Miracle Worker'

Highly Commended – Best Current Affairs

Yaara Bou Melhem and Aaron Thomas – *Dateline* 'Jordan: Jailing the Innocent'

##### [Walkley Awards 2009](#)

All Media International Journalism

*Dateline* 'City of Widows' – Fouad Hady and Geoff Parish

##### [Walkley Young Australian Journalist of the Year Awards 2010](#)

Television Winner

Sophie McNeill – *Dateline* 'Afghanistan's Shame'

#### [SBS Marketing](#)

##### [2010 Promax BDA World Gold Awards](#)

Gold Awards

- *Love Story* brand ident
- Post-Ashes promo campaign
- *Mad Men* viral

Silver Awards

- *Dateline* promos
- Post-Ashes special event promo campaign

Bronze Award

- Ashes scoreboard outdoor campaign

##### [D&AD 2010](#)

In Book Award

- SBS 'Brain' brand idents

##### [One Show Design Awards 2010](#)

Broadcast Design Campaign – Gold

- SBS 'Brain' brand idents

##### [The New York \(Advertising\) Festival](#)

Media Promotion: Broadcast – Finalist Certificate

##### [Promax/BDA ANZ Awards 2009](#)

Gold

- Olympics 'Ping Pong' – best radio spot
- 'War Zone' ident – best 3D animation design

Silver

- The Ashes – best design in promotion
- 'African Song' ident – best 2D animation design
- Tour de France – Federation Square – best poster/outdoor ad

## **Appendix 9**

### **SBS Radio Schedule 2009/10**

#### **SBS Digital Radio**

SBS Digital Radio was launched in August 2009. SBS Radio 1 and 2 broadcast simulcasts of SBS's Sydney/Melbourne analogue AM/FM services respectively. SBS Radio 3 and 4 are time-shifted broadcasts (+2 hours) of SBS Radio 1 and 2 respectively (these time-shifted services were discontinued on 11 June 2010). SBS Radio 1 is available in Brisbane and Sydney. SBS Radio 2 is available in Adelaide, Melbourne and Perth. SBS Chill, SBS PopAsia and SBS Radio 6 – BBC World Service and special event radio – are available in Adelaide, Brisbane, Melbourne, Perth and Sydney.

#### **SBS Radio – analogue services**

##### **AM – Sydney 1107 / Canberra 1440 / Wollongong 1485 & 1035**

| TIME      | Monday           | Tuesday          | Wednesday        | Thursday         | Friday           | Saturday         | Sunday           |
|-----------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 12am–6am  | O/night schedule |
| 6am       | World View       | O/night schedule | O/night schedule |
| 7am       | Greek            |
| 8am       | Serbian          | Slovenian        | Croatian         | Croatian         | Serbian          | Croatian         | Slovenian        |
| 9am       | Vietnamese       |
| 10am      | Cantonese        | Mandarin         | Cantonese        | Cantonese        | Mandarin         | Mandarin         | Cantonese        |
| 11am      | Mandarin         | French           | Khmer            | French           | French           | Khmer            | Hebrew           |
| 12pm      | Aboriginal       | Albanian         | Aboriginal       | Maori            | Laotian          | Hungarian        | Yiddish          |
| 1pm       | Polish           |
| 2pm       | Hungarian        | Hungarian        | Hebrew           | Korean           | Cantonese        | Tongan           | Cook Is. Maori   |
| 3pm       | Croatian         | Serbian          | Yiddish          | Serbian          | Norwegian        | Fijian           | Korean           |
| 4pm       | Tongan           | Macedonian       | Macedonian       | Macedonian       | Macedonian       | Swedish          | French           |
| 5pm       | World View       | Danish           | Kannada          |
| 6pm       | Greek            |
| 7pm       | Vietnamese       |
| 8pm       | Cantonese        | Cantonese        | Mandarin         | Mandarin         | Cantonese        | Cantonese        | Mandarin         |
| 9pm       | Khmer            | Croatian         | Serbian          | Khmer            | Aboriginal       | French           | Samoan           |
| 10pm      | Laotian          | Korean           | Somali           | Amharic          | Korean           | Malay            | Macedonian       |
| 11pm–12am | Alchemy          | Alchemy          | Alchemy          | Alchemy          | African          | Alchemy          | Alchemy          |

**FM – Sydney 99.7 / Canberra 105.5**

| TIME      | Monday           | Tuesday          | Wednesday        | Thursday         | Friday                         | Saturday      | Sunday    |
|-----------|------------------|------------------|------------------|------------------|--------------------------------|---------------|-----------|
| 12am–6am  | O/night schedule | O/night schedule | O/night schedule | O/night schedule | Alchemy (1hr) O/night schedule | Alchemy       | Alchemy   |
| 6am       | Alchemy          | Alchemy          | Alchemy          | Alchemy          | Alchemy                        | Alchemy       | Alchemy   |
| 7am       | Arabic           | Arabic           | Arabic           | Arabic           | Arabic                         | Arabic        | Arabic    |
| 8am       | Italian          | Italian          | Italian          | Italian          | Italian                        | Italian       | Italian   |
| 9am       | German           | German           | German           | Czech            | German                         | Nepalese      | Hindi     |
| 10am      | Dutch            | Filipino         | Dutch            | Filipino         | Filipino                       | Dutch         | Urdu      |
| 11am      | Russian          | Russian          | Filipino         | Portuguese       | Portuguese                     | Portuguese    | Tamil     |
| 12pm      | Maltese          | Maltese          | Hindi            | Maltese          | Armenian                       | Maltese       | Sinhalese |
| 1pm       | Spanish          | Spanish          | Spanish          | Spanish          | Spanish                        | Spanish       | Spanish   |
| 2pm       | Bosnian          | Indonesian       | Burmese          | Gujarati         | Indonesian                     | Persian-Farsi | Ukrainian |
| 3pm       | Hindi            | Turkish          | Turkish          | Turkish          | Turkish                        | Turkish       | Turkish   |
| 4pm       | Bangla           | Ukrainian        | Latvian          | Ukrainian        | Dari                           | Russian       | Russian   |
| 5pm       | Turkish          | Lithuanian       | Russian          | Estonian         | Maltese                        | Latvian       | Finnish   |
| 6pm       | Italian          | Italian          | Italian          | Italian          | Italian                        | Italian       | Italian   |
| 7pm       | Arabic           | Arabic           | Arabic           | Arabic           | Arabic                         | Arabic        | Arabic    |
| 8pm       | Romanian         | Armenian         | Armenian         | German           | Assyrian                       | Thai          | German    |
| 9pm       | Filipino         | Thai             | Portuguese       | Punjabi          | Dutch                          | Filipino      | Czech     |
| 10pm      | Spanish          | Japanese         | Spanish          | Indonesian       | Spanish                        | Kurdish       | Slovak    |
| 11pm–12am | Alchemy          | Alchemy          | Alchemy          | Alchemy          | Alchemy                        | Alchemy       | Alchemy   |

**Melbourne AM (1224)**

| TIME      | Monday           | Tuesday          | Wednesday        | Thursday         | Friday           | Saturday         | Sunday           |
|-----------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| 12am–6am  | O/night schedule |
| 6am       | World View       | O/night schedule | O/night schedule |
| 7am       | Greek            |
| 8am       | Serbian          | Slovenian        | Croatian         | Croatian         | Serbian          | Croatian         | Slovenian        |
| 9am       | Vietnamese       |
| 10am      | Cantonese        | Mandarin         | Cantonese        | Cantonese        | Mandarin         | Mandarin         | Cantonese        |
| 11am      | Mandarin         | French           | Khmer            | French           | French           | Khmer            | Hebrew           |
| 12pm      | Aboriginal       | Albanian         | Aboriginal       | Maori            | Laotian          | Hungarian        | Yiddish          |
| 1pm       | Polish           |
| 2pm       | Hungarian        | Hungarian        | Hebrew           | Korean           | Cantonese        | Tongan           | Cook Is. Maori   |
| 3pm       | Croatian         | Serbian          | Yiddish          | Serbian          | Norwegian        | Fijian           | Korean           |
| 4pm       | Macedonian       | Macedonian       | Macedonian       | Macedonian       | Macedonian       | Swedish          | French           |
| 5pm       | World View       | Danish           | Albanian         |
| 6pm       | Greek            |
| 7pm       | Vietnamese       |
| 8pm       | Cantonese        | Cantonese        | Mandarin         | Mandarin         | Cantonese        | Cantonese        | Mandarin         |
| 9pm       | Khmer            | Croatian         | Serbian          | Khmer            | Aboriginal       | French           | Samoan           |
| 10pm      | Laotian          | Polish           | Somali           | Amharic          | Hungarian        | Malay            | Macedonian       |
| 11pm–12am | Alchemy          | Alchemy          | Alchemy          | Alchemy          | African          | Alchemy          | Alchemy          |

**Melbourne FM (93.1)**

| TIME      | Monday           | Tuesday          | Wednesday        | Thursday         | Friday                            | Saturday      | Sunday    |
|-----------|------------------|------------------|------------------|------------------|-----------------------------------|---------------|-----------|
| 12am–6am  | O/night schedule | O/night schedule | O/night schedule | O/night schedule | Alchemy (1hr)<br>O/night schedule | Alchemy       | Alchemy   |
| 6am       | Alchemy          | Alchemy          | Alchemy          | Alchemy          | Alchemy                           | Alchemy       | Alchemy   |
| 7am       | Arabic           | Arabic           | Arabic           | Arabic           | Arabic                            | Arabic        | Maltese   |
| 8am       | Italian          | Italian          | Italian          | Italian          | Italian                           | Italian       | Italian   |
| 9am       | German           | German           | German           | German           | German                            | German        | Hindi     |
| 10am      | Dutch            | Filipino         | Dutch            | Filipino         | Filipino                          | Dutch         | Urdu      |
| 11am      | Russian          | Russian          | Filipino         | Portuguese       | Portuguese                        | Portuguese    | Tamil     |
| 12pm      | Maltese          | Maltese          | Hindi            | Punjabi          | Armenian                          | Maltese       | Sinhalese |
| 1pm       | Spanish          | Spanish          | Spanish          | Spanish          | Spanish                           | Spanish       | Spanish   |
| 2pm       | Bosnian          | Indonesian       | Burmese          | Romanian         | Indonesian                        | Persian-Farsi | Ukrainian |
| 3pm       | Hindi            | Turkish          | Turkish          | Turkish          | Turkish                           | Turkish       | Turkish   |
| 4pm       | Bangla           | Ukrainian        | Latvian          | Ukrainian        | Dari                              | Russian       | Russian   |
| 5pm       | Turkish          | Lithuanian       | Russian          | Estonian         | Bulgarian                         | Latvian       | Finnish   |
| 6pm       | Italian          | Italian          | Italian          | Italian          | Italian                           | Italian       | Italian   |
| 7pm       | Maltese          | Arabic           | Maltese          | Arabic           | Maltese                           | Arabic        | Arabic    |
| 8pm       | Romanian         | German           | Armenian         | German           | Assyrian                          | Thai          | German    |
| 9pm       | Filipino         | Thai             | Portuguese       | Punjabi          | Dutch                             | Filipino      | Czech     |
| 10pm      | Spanish          | Japanese         | Spanish          | Indonesian       | Spanish                           | Kurdish       | Slovak    |
| 11pm–12am | Alchemy          | Alchemy          | Alchemy          | Alchemy          | Alchemy                           | Alchemy       | Alchemy   |

**National Radio Network**

| TIME      | Monday           | Tuesday          | Wednesday        | Thursday         | Friday                            | Saturday      | Sunday     |
|-----------|------------------|------------------|------------------|------------------|-----------------------------------|---------------|------------|
| 12am–6am  | O/night schedule | O/night schedule | O/night schedule | O/night schedule | Alchemy (1hr)<br>O/night schedule | Alchemy       | Alchemy    |
| 6am       | World View                        | Alchemy       | Alchemy    |
| 7am       | Greek            | Arabic           | Greek            | Greek            | Greek                             | Arabic        | Maltese    |
| 8am       | Italian          | Italian          | German           | Croatian         | Serbian                           | Italian       | Italian    |
| 9am       | German           | Slovenian        | Vietnamese       | Vietnamese       | German                            | Vietnamese    | Hindi      |
| 10am      | Cantonese        | Filipino         | Dutch            | Filipino         | Mandarin                          | Dutch         | Urdu       |
| 11am      | Russian          | French           | Filipino         | Portuguese       | French                            | Portuguese    | Hebrew     |
| 12pm      | Dutch            | Maltese          | Aboriginal       | Punjabi          | Armenian                          | Hungarian     | Yiddish    |
| 1pm       | Polish           | Spanish          | Polish           | Spanish          | Polish                            | Turkish       | Polish     |
| 2pm       | Hungarian        | Indonesian       | Burmese          | Korean           | Cantonese                         | Persian-Farsi | Tamil      |
| 3pm       | Tongan           | Lithuanian       | Turkish          | Estonian         | Indonesian                        | Russian       | Sinhalese  |
| 4pm       | Macedonian       | Ukrainian        | Latvian          | Macedonian       | Dari                              | Swedish       | French     |
| 5pm       | World View                        | Danish        | Finnish    |
| 6pm       | Laotian          | Greek            | Italian          | Italian          | Italian                           | Greek         | Greek      |
| 7pm       | Vietnamese       | Vietnamese       | Russian          | Arabic           | Vietnamese                        | Arabic        | Vietnamese |
| 8pm       | Romanian         | Cantonese        | Mandarin         | German           | Cantonese                         | Cantonese     | Mandarin   |
| 9pm       | Filipino         | Croatian         | Serbian          | Khmer            | Aboriginal                        | Thai          | Czech      |
| 10pm      | Spanish          | Japanese         | Somali           | Amharic          | Spanish                           | Malay         | Slovak     |
| 11pm–12am | Alchemy          | Alchemy          | Alchemy          | Alchemy          | African                           | Alchemy       | Alchemy    |

## **Appendix 10**

### **SBS Radio – Language programs / Alchemy**

#### **Aboriginal**

National news, current affairs and sport; news from indigenous communities around the world to promote understanding and appreciation of Aboriginal culture; events and issues that affect the Indigenous community; traditional and contemporary music and live performances; correspondents report from Darwin, Thursday Island and St. Pauls Island as well as Adelaide, Brisbane, Canberra and Perth.

#### **African**

News and current affairs from Australia, around the world, Africa and African communities around the world; interviews, sport and music; emphasis on African music and culture and reflecting the cultures of the countries that make up the African continent.

#### **Albanian**

Australian, international and Albanian news and current affairs news and current affairs relevant to the Albanian community in Australia; events throughout the Albanian speaking regions of the world; linguistic and cultural topics

#### **Alchemy**

From the underground to the mainstream, Alchemy redefines urban music genres bringing the audience cutting edge new beats, popular mega-hits and new music from local and international artists. Programs cover the latest in youth current events and stories from Australia and around the world and broadcast an amazing mix of local and global music including reggae, rock, dance, hip hop, Afro beat and Asian pop.

#### **Amharic**

Australian, international and Ethiopian news; sport, community news and cultural events.

#### **Arabic**

Australian, homeland and other international news and current affairs, including reports from correspondents in Egypt, Iraq, Israel, Jordan, Lebanon, Syria, USA and Australia; popular segments on health, youth and family and settlement issues; talkback segments that allow the Arabic speaking audience to have their say.

#### **Armenian**

News, current affairs and coverage of national issues specifically for the Armenian community in Australia; reports and analysis from correspondents throughout Armenia; culture, history, music literature and sport.

#### **Assyrian**

News, and current affairs from Australia, Iraq and around the world; correspondents report from France, Germany, Iran, Iraq, Russia, Sweden, Syria, the UK and USA; focus on local Assyrian community news and events,

particularly settlement and welfare issues for women and young people.

#### **Bangla**

News and current affairs from Australia, India, Bangladesh, Pakistan, Nepal and Sri Lanka, with reports from correspondents in Calcutta and Dhaka; community news; music.

#### **Bosnian**

News, current affairs and sports from a network of correspondents in Bosnia and Herzegovina, Australia and around the world; community news, interviews, sport, government service information; features.

#### **Bulgarian**

Australian news, current affairs, arts, culture and sport complemented by a network of correspondents in Bulgaria, Australia and around the world.

#### **Burmese**

News, current affairs and information for the Burmese-Australian audience from the program's network of correspondents in Thailand, Japan, Norway, India, USA and across Australia including a round-up of homeland news.

#### **Cantonese**

Australian, homeland and international news, current affairs and sports from correspondents in China, Hong Kong, Malaysia, Canada and Australia; regular features include Australian Stories, Hong Kong and China Report, Market Update and programs on relationships, women, education, health and Chinese culture.

#### **Cook Islands Maori**

News and current affairs coverage from the region, with reports from correspondents in the Cook Islands, New Zealand and Australia; emphasis on sports, community news and cultural events including music.

#### **Croatian**

Australian, international, regional European and Croatian news and current affairs; weekly reports from correspondents in Croatia; information segments on personal finance, settlement, social and welfare issues; upcoming local community events.

#### **Czech**

Australian, international, European regional and Czech Republic news and current affairs analysis; interviews and features on local issues, social issues, arts, sport and music; correspondents report from Prague.

#### **Danish**

News and current affairs magazine-style program providing a vital link for all Danish-Australians to their

## **Appendix 10 (Cont.)**

### **SBS Radio – Language programs / Alchemy**

homeland and the Danish community in Australia; news and current affairs coverage of Danish, international and Australian events; guest interviews; features; round-ups on literature and music.

#### **Dari**

Australian, international and homeland news, current affairs and sport; special reports from Afghanistan; interviews; special segments on culture, women, families, health, immigration, youth and literature; local community news and announcements.

#### **Dutch**

News, current affairs, sport, politics, technology, health, the arts and any issue that's of interest to the Dutch-speaking community in Australia; events in the Netherlands, Belgium, South Africa and Australia; weekly talk-back segments on topical issues.

#### **Estonian**

News and current affairs for the Estonian-Australian audience; correspondents report from Estonia; updates from Estonian Diaspora in Europe, the USA and Canada.

#### **Fijian**

Australian and Pacific regional news and current affairs; regular reports from the program's correspondent in Fiji; highlights the latest developments in government migration policies including settlement programs to assist new arrivals; education; youth issues; talk-back; community announcements; sport; stories of the myths and legends of Fiji.

#### **Filipino**

Australian, international and Filipino news and current affairs for the Filipino-Australian audience complemented by reports from correspondents in Manila and Mindanao; Filipino drama, music, special segments for women and children, with a focus on health issues; stories on Filipinos around the world; community events; talk-back.

#### **Finnish**

Australian, international and Finnish news and current affairs for the Finnish speaking audience in Australia; guest interviews and features dealing with subjects of specific relevance and interest to the Finnish-Australians.

#### **French**

Australian and Francophone news and current affairs; cultural events in Australia and the Francophone world; Australian and international sport; the program keeps the audience up to date on the latest developments in the Australian-European relationship and regional current affairs for the diverse French-speaking world.

#### **German**

Australian news and current affairs – complemented by reports from correspondents in Germany, Austria and Switzerland; press reviews; talk-back; music;

community announcements; features on cultural events; KaffeeKlatsch on politics, fads and overseas sports; Das EuropaMagazin – stories, issues and trends from Europe, letters from Berlin and Vienna; AustralienJournal – Australian affairs; the latest news from Victoria's German, Austrian and Swiss clubs and communities; WochenJournal – flagship program on world current affairs; Profile and Ratgeber am Samstag – stories from German-speaking migrants and guests and coverage of upcoming weekend events.

#### **Greek**

Australian, international and Greek news, current affairs, sport and culture, including regular segments on the theatre, literature, the arts and music and health and welfare issues; interviews and talk-back are used to encourage community participation; correspondents report from Greece, Cyprus, the UK and Australia; Greek-speaking academics from Australian universities debating philosophy, history and science; in-depth local community current affairs; Community Periscope, focusing on Australian Greek community news and current affairs from around the country and the world.

#### **Gujarati**

The program reflects the diversity of the Gujarati-speaking community in Australia, with migrants from India, Africa and Fiji, in its coverage of the latest news and current affairs. Gujarati culture, literature and music.

#### **Hebrew**

Australian, international and Israeli news, current affairs and news analysis; sport; settlement information; press reviews and reports from a network of correspondents in Israel and around Australia; the latest music from Israel.

#### **Hindi**

Australian, international and South Asian news, current affairs, sport and culture, including regular segments on Bollywood, literature, the arts, health and welfare issues; the program is complemented by reports from a network of correspondents around Australia, in India, and Fiji.

#### **Hungarian**

Australian, international, European and Hungarian news and current affairs; complemented with correspondent reports from Hungary; regular segments on life in Australia, science, health and environmental issues; pop culture; and education.

#### **Indonesian**

Australian, international and Indonesian news and current affairs, including interviews with Indonesian leaders in Australia; correspondents report directly from Indonesia on a range of issues including current political, economic and social issues in both Indonesia and the South East Asian region; other segments include interviews, talk-back, local community news, culture and sport.

## **Appendix 10 (Cont.)**

### **SBS Radio – Language programs / Alchemy**

#### **Italian**

Up to the minute and in-depth coverage of events in Australia, Italy, Europe and the world. With a network of more than 40 Italian-speaking journalists in Europe, Asia, the Americas, Africa and the Middle East, the program brings the "now" to listeners, in Italian, seven days a week. Features include live debates and analysis of current affairs, current social and community issues, sports round-up, news from Italian clubs, cultural and community news and activities, information for pensioners, coverage of science and medicine, and the complex world of Italian politics.

#### **Japanese**

Australian international and Japanese news for Japanese speakers in Australia; the program is complemented by regular reports from correspondents around Australia and in Japan.

#### **Kannada**

With Australian, international and domestic news from India, each program features a wide range of issues of interest to the Kannada speakers in Australia; regular reports from Bangalore aim to keep Kannada-speakers well-informed, provide a forum to exchange views and help keep alive the Kannada language, culture and traditions in Australia.

#### **Khmer**

News and current affairs for the Khmer speaking community in Australia; each program includes coverage of Australian, international Cambodian and regional south East Asian events and issues; special features on settlement for new migrants covering social security, taxation, immigration, education and health; community announcements; interviews; talk-back.

#### **Korean**

Australian, international and Korean regional news and current affairs for the Korean speakers in Australia; programs feature: reports from correspondents on the Korean peninsula; Korean pop culture; special segments for new arrivals; health and wellbeing issues; and Korean community events.

#### **Kurdish**

Australian, international, Middle Eastern, Turkish, Iraqi and Iranian news and current affairs relevant to the diverse audience of Kurds speakers in Australia; a variety of segments, including current affairs, cultural, educational and other issues of interest; correspondents report from Kurdistan, Turkey and Europe; interviews with prominent Kurdish politicians, intellectuals and artists on issues related to Kurdistan and Kurdish culture; matters related to settlement, education and community affairs in Australia; Kurdish music; community announcements.

#### **Laotian**

News and current affairs for the Lao speaking community in Australia; each program includes coverage of Australian, international, Laotian and regional south East Asian events and issues; special features on settlement for new migrants covering social security, taxation, immigration, education and health; community announcements, interviews; talk-back.

#### **Latvian**

Australian, international, European regional and Latvian news and current affairs with specialist commentary and analysis; reports on the Latvian economy and culture, and interviews with politicians, policy makers and other newsmakers from correspondents in Riga; news from Latvian communities in Adelaide, Brisbane, Canberra and Sydney; arts and culture, music and sport.

#### **Lithuanian**

Australian, international, Baltic regional and Lithuanian, news and current affairs with specialist commentary and analysis; Lithuanian homeland news, analysis and comment from correspondents in Vilnius; Letter from Lithuania – the issues of the week, with an emphasis on political analysis; monthly reports on culture, literature and theatre from correspondents in Vilnius.

#### **Macedonian**

Australian, international, regional Balkan and Macedonian news and current affairs with specialist commentary and analysis; reports from correspondents in Macedonia and the US; interviews on local issues; community announcements from around Australia; interviews with community members; community round-up; government information and services; information segments on various topics including personal finance, real estate, religion, women, and health; social and welfare features; a regular feature report from Radio Skopje, exploring Macedonian culture; documentary segments.

#### **Malay**

Eclectic mix of traditional and contemporary music from the Malay Peninsula and Borneo.

#### **Maltese**

Australian, international, regional European and Maltese news and current affairs with specialist commentary and analysis; reports from correspondents in Malta; interviews on local issues; community announcements from around Australia; interviews with members of the Australian-Maltese speaking community; event round-up; government information and services; information segments on various topics including ageing, health issues, tax and social welfare features.

## **Appendix 10 (Cont.)**

### **SBS Radio – Language programs / Alchemy**

#### **Mandarin**

Australian, international, Asian regional, Chinese news, current affairs and sport from a network of correspondents in Australia, China, Taiwan, Hong Kong, and South East Asia; regular segments include: Australian Chinese Stories; talk-back segments dealing with daily issues ranging from personal finance, the finesse of Australian customs, social welfare payments and car repairs; Science Today – the latest in science news; Entertainment Weekly – a round up of the entertainment world; updates on local Chinese community activities.

#### **Maori**

Eclectic mix of traditional and contemporary music reflecting Maori and Polynesian culture.

#### **Nepali**

With Australian, international and domestic news from Nepal and the subcontinent, each program features a wide range of issues of interest to Nepali speakers in Australia; the program aims to keep Nepali-speakers well-informed, provide a forum to exchange views and help keep alive and encourage Nepali language, culture and arts in Australia.

#### **Norwegian**

Australian, international, Nordic and Norwegian news and current affairs; interviews with guest of special relevance to Norwegians in Australia; programs reflect the diverse nature of the Norwegian community in Australia and aim to strengthen links between Norway and Australia by bringing the latest Norwegian news and culture to listeners.

#### **Persian / Farsi**

Aims to keep Persian-Farsi-speakers across Australia well informed, in their language, about world events; round-up of homeland, international and Australian news; commentators are located in Iran and throughout the Middle East, Europe, the USA and Canada; specialising in politics, literature and the media; interviews; special segments on literature, culture, health, the law, women's, youth and children's issues, and migration and settlement issues.

#### **Polish**

Coverage of events in Australia, as well as other international and Polish news, current affairs and sport; state round-ups from correspondents around the country; The Week in Review and current affairs reports from correspondents in Warsaw; youth affairs from the program's correspondent in Wroclaw City; talk-back; book readings; community announcements; advice segments; Kalejdoskop – arts and culture; Polish press review from Polskie Radio; Australian press review; science news.

#### **Portuguese**

News, current affairs and features covering Australia and the world; correspondents report from the Portuguese-speaking countries Portugal, Brazil and Timor-Leste;

information on Australian politics, economic issues, settlement information, health, immigration, culture, education and employment; community announcements; Voice of the Community – interviews with community members on their experiences as migrants; coverage of soccer from Brazil, Portugal and major European leagues.

#### **Punjabi**

Australian, international, Indian, Pakistani and Punjabi news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Punjabi speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews; traditional and contemporary music and frequent live studio performances by local musicians, poets and writers.

#### **Romanian**

Australian, international and Romanian news, current affairs, socio-economic and cultural events; programs focus on coverage and analysis of international, Romanian and Australian events; round-up of socio-economic and cultural homeland news from the program's correspondent in Bucharest; interviews; community information; segments on culture, music, medical issues, science and sport.

#### **Russian**

Australian, Russian and international news, current affairs; local community issues; focuses on Russian culture, history, literature, theatre and music; reports from correspondents in Moscow and St Petersburg; information on Australian government services.

#### **Samoan**

Australian and Pacific regional news and current affairs; regular reports from the program's correspondent in Samoa; highlights the latest developments in government migration policies including settlement programs to assist new arrivals; education; community events; sport.

#### **Serbian**

Australian news and current affairs magazine-style program providing a vital link for Serbian-Australians to life in Australia; news and current affairs coverage with correspondent reports from Serbia, Montenegro and Republica Srpska, international and Australian events; guest interviews; features.

#### **Sinhalese**

Australian, international, South Asian, Sri Lankan news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Sinhalese speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews; the program is multilingual with many interviews and segments in English.

## **Appendix 10 (Cont.)**

### **SBS Radio – Language programs / Alchemy**

#### **Slovak**

Australian, international, European regional and Slovak Republic news and current affairs analysis; interviews and features on local issues, social issues, arts, sport and music; regular feature 'Seven days in Slovakia' covers the latest current affairs from the program's correspondent in Bratislava.

#### **Slovenian**

Australian, European regional, Slovenian and international news and current affairs from a network of correspondents in Australia and Slovenia; programs also feature round-ups of events in other Slovenian communities in Austria, Italy and Argentina; local community events, religious, social and welfare issues; health; arts and sport.

#### **Somali**

Australian, international, African regional and Somali news and current affairs relevant to Somali speakers in Australia; a variety of segments, including current affairs, cultural, educational and other issues of interest; regular segments on issues related to settlement, education and community affairs in Australia; local community announcements.

#### **Spanish**

Caters for all listening tastes with shows dedicated to the arts, talk-back, science, environment, youth, sports and entertainment; regular segments on health issues, science and environmental issues in Australia and the Spanish-speaking world; national, international and local sports events with special attention to Spanish and Latin American soccer; specialised news and current affairs program with in-depth reporting on events in Spanish-speaking countries, with a focus on Latin America; talk-back with emphasis on Australian issues affecting the Spanish-speaking community.

#### **Swedish**

News and current affairs covering Australia, the Nordic region, Sweden and the world; regular updates from the program's correspondent in Stockholm; interviews; features dealing with subjects of specific interest to the Swedish community in Australia; aims to showcase the highlights of life in Australia, strengthening the links between the two countries and bringing Swedes the best of their homeland culture.

#### **Tamil**

Australian, international, Indian, Asian regional and Sri Lankan news and current affairs; regular reports from correspondents in India, Sri Lanka, Malaysia and Singapore; discussion of social and cultural issues; issues relevant to Tamil speakers living in Australia including policy changes regarding asylum issues, migration and employment; topical features; guest interviews; the program is multilingual with many interviews and segments in English.

#### **Thai**

News from Australia and Thailand including from the program's correspondents in Thailand; international news; special reports on important events for the Thai communities in Australia; programs aim to present information, education and entertainment which is useful for adjusting to settlement in Australia and to promote acceptance and understanding among diverse ethnic groups in multicultural Australia; Behind the News – current affairs issues with featured topics including social life in Australia, immigration, social welfare, education, health, environment, science and technology, Aboriginal issues; community announcements.

#### **Tongan**

International, Australian and homeland news, current affairs and sports; homeland, international and national events; live broadcasts of Tongan cultural or sports events in Australia and overseas; regular updates from the program's Tongan correspondent; correspondents also report from New Zealand and the USA; interview segments with Tongans in Australia; topics covered range from settlement programs for new migrants to interviews with politicians; music – traditional and modern; performances by local artists.

#### **Turkish**

Australian, Turkish, European regional and international news, current affairs and sport from a network of correspondents around Australia, Turkey, Cyprus, the EU; national current affairs and community events; talk-back; sport; arts segment focusing on local and international artists; and youth perspective on current affairs.

#### **Ukrainian**

News, current affairs and sport from a network of correspondents in Australia and the Ukraine; programs aim to inform and entertain the diverse community of Ukrainian-speakers in Australia and to help keep the Ukrainian culture and language vibrant for the enjoyment of all Australians; Ukrainian history and traditions; arts and culture; interviews; reports from Ukrainian communities around Australia.

#### **Urdu**

Australian, international, Indian, Pakistani news, current affairs and sport; analysis of Australian current affairs; discussion of social and cultural issues; talk-back; issues relevant to Urdu speakers living in Australia including policy changes pertaining to migration, visas and employment; topical features; guest interviews.

#### **Vietnamese**

Australian, International South East Asian regional and Vietnamese news, current affairs, sport and culture, including regular segments on personal finance, family, health and welfare issues; interviews and talk-back are used to encourage community participation; correspondents report from Vietnamese diasporas around

## **Appendix 10 (Cont.)**

### **SBS Radio – Language programs / Alchemy**

the world including the US and Canada; prominent Vietnamese Australians discuss in-depth local community current affairs, settlement issues and life in Australia.

#### **Yiddish**

News and current affairs with an emphasis on world Jewry, Israel, the Middle-East, the former Soviet Union, and Australia; topics covered include community, culture, language and literature, health, prominent personalities, the Holocaust, holidays, festivals and historical events; traditional and Shoah themes; correspondents report from Israel, the USA, Europe and Australia; what's on in the Jewish communities; entertainment segments including comedy, theatre, film and traditional, liturgical, modern, klezmer and folk music and songs.

## **Appendix 11**

### **SBS programs commissioned for production 2009/10**

#### **Documentary**

##### *Comedy School (Secrets & Lives)* (4 x ½ hr)

*Comedy School* is an observational documentary series that follows a genuine beginner's class in stand up comedy taught by veteran comedian Rob McHugh.

##### *The Real Fight Club (Secrets & Lives)* (2 x 1 hr)

A series that features the final tour of the world's last remaining tent-boxing troupe. An important chapter in Australia's rural history is about to end with a bang!

##### *Dying Days (Secrets & Lives)* (1 x 1 hr)

Following three terminally ill characters during the last days of life.

##### *Extreme Cleaners (Secrets & Lives)* (1 x 1 hr)

Following a father and son cleaning duo, who do the most dangerous jobs other cleaners don't dare to do.

##### *House of Food Obsessives (Secrets & Lives)* (2 x 1 hr)

Professor Tim Sharp is a leading exponent of an emerging area of mental health, positive psychology. And he's going to use it to change the lives of five people who have a range of issues surrounding food.

##### *Go Back To Where You Came From* (6 x 1 hr)

In this bold social experiment six Australians, who harbour conservative views towards immigration, are plunged headlong into the life of a refugee, undergoing a dramatic journey that takes them to the bottom rung of Australian society, back across treacherous seas in a fishing boat to East Timor, and finally to a refugee camp in Africa.

##### *Firing the Magic Bullet* (1 x 1 hr)

Two scientists have been working for ten years on a discovery that has the potential to revolutionise the treatment of cancer. The first in the world human trials are under way!

##### *Dr Mary Goes Bush* (3 x 1 hr)

Outspoken and zealous, Dr Mary Fortune leaves Scotland to take up the challenge of working in one of the most remote medical posts on the planet and alongside Aboriginal communities. With her fresh eyes we discover the realities of Australian health delivery in a new light.

##### *The Family* (8 x ½ hr)

Combining the latest remote controlled camera technology with the best documentary film making techniques, this series lifts the lid on a single family home to create a uniquely revealing and compelling picture of modern family life.

##### *Immigration Nation / Second Australians* (3 x 1 hr)

This is the story of who was allowed in and who was pushed out of a daring social experiment to build the nation we live in today.

##### *Scarlet Road* (1 x 1 hr)

Portrait of Australian sex worker, Rachel, who has become specialized in working with clients with disability. Rachel is driven by a philosophy that human touch and sexual intimacy are one of the most healing aspects to our existence.

##### *Tall Man* (1 x 1½ hrs)

Based on Chloe Hooper's Walkley Award-winning book, *The Tall Man* is about the death of Cameron Doomadgee while in police custody and the subsequent trial of Senior Sergeant Chris Hurley.

##### *Ned's Head* (1 x 1 hr)

A landmark scientific and historical investigation to identify what is arguably Australia's most significant national relic.

## **Appendix 11 (Cont.)**

### **SBS programs commissioned for production 2009/10**

#### *Forgotten Australians (1 x 1 hr)*

The *Forgotten Australians* is about the incredible journey two women took over ten years to bring their silent history to Canberra.

#### *Trafficked – The Reckoning (1 x 1 hr)*

The inspiring, courageous story of a young woman's quest to bring the man who enslaved her in a brothel to justice.

#### *Who Do You Think You Are Series 4 (6 x 1 hr)*

Well-known Australians play detective as they go in search of their family history, revealing secrets from the past. Taking us to all corners of Australia and the globe are six stories of individuals seeking to find the definitive answer to where they came from.

#### *My Mum Talks To Aliens (1 x 1 hr)*

On the surface, mother and son Mary and Chris Rodwell have a normal, loving relationship but there is one issue that is driving a wedge between them – the existence of extraterrestrial life.

#### *Sex: An Unnatural History (6 x ½ hr)*

A six part series presented by Julia Zemiro focusing on the history of sex and sexuality in Australia over the past 50 years.

#### **Drama/Comedy**

##### *East West 101 Season 3 (7 x 1 hr)*

The third series of the award winning crime drama *East West 101* will explore the ramifications of the war in Iraq and Afghanistan through a series of crimes committed in Australia.

##### *Danger 5 (6 x ½ hr)*

A frenetic voyage into a pulp magazine inspired action and sex fuelled wartime fantasy land as Danger 5, a team of international, super-skilled, super good-looking secret operatives become the greatest anti-Nazi super squad of all time.

##### *Housos (10 x ½ hr)*

*Housos* is a new cult comedy about people who live in the Sunnyvale Housing Commission from the makers of *Pizza*.

##### *IFTAR (2 x 1 hr)*

*IFTAR* will be a showcase of Muslim stand up comedians from the UK, US, Australia and Syria not being or talking about terrorism but having a laugh at their own cultures and customs.

#### **Entertainment**

##### *So Frenchy So Chic (3 x ½ hr)*

*So Frenchy So Chic*, hosted by Julia Zemiro, is a series of half hour television specials that will showcase some

of the most exciting established and up-and-coming French video clips as well live in-studio performances and interviews.

##### *Eurovision A-Z (1 x 1 hr)*

*Eurovision A-Z*, a one hour special hosted by Julia Zemiro and Sam Pang, is a celebration of all things Eurovision past, present and future.

##### *Eurovision Song Contest (Hostings) (2 x 2 hrs; 1 x 3½ hrs)*

Julia Zemiro and Sam Pang will be in Oslo for the 2010 Eurovision Song Contest to provide a live commentary and to film backstage interviews and insert packages.

##### *Letters and Numbers (100 x ½ hr)*

In this game show, each day two members of the public compete against each other in simple word and number rounds, ultimately leading to a series champion.

##### *Santo Sam & Ed's Cup Fever (26 x ½ hr)*

Every night for the duration of the 2010 FIFA World Cup in South Africa, comedians Santo Cilauro, Sam Pang and Ed Kavalee will gather for a left-field review of all the overnight action.

##### *RockKwiz Live (2 x 1 hr)*

A special one-off edition of RockKwiz to be filmed as part of their live tour at The Empire Theatre in Toowoomba, Queensland.

##### *RockKwiz Rewind (13 x 45 min)*

13 classic RockKwiz episodes repackaged and introduced by Julia Zemiro, Brian Nankervis and the RockKwiz band.

##### *Costa's Garden Odyssey Season 2 (13 x ½ hr)*

Costa's Garden Odyssey, is a groundbreaking magazine series that takes in the best of old and new approaches to gardening and life. Costa guides us down the organic, holistic, sustainable, water-wise, garden path to a slower, simpler, happier reality.

##### *Tetsuya Wakuda – In the Pursuit of Excellence (1 x 1 hr)*

Tetsuya's Pursuit of Excellence is the story of world-renowned restaurateur Tetsuya Wakuda, who arrived in Australia in the early 1980s as a 22-year-old with little money, no professional skills and no English.

##### *Luke Nguyen's Vietnam Season 2 (10 x ½ hr)*

A cultural and culinary tour of North Vietnam seen through the eyes of Luke Nguyen, Sydney chef and owner of The Red Lantern restaurant.

## **Appendix 12**

### **SBS-commissioned programs first broadcast in 2009/2010**

#### **Comedy / Drama**

Wilfred (Series 2)  
Circuit, The (Series 2)  
East West 101 (Series 2)

#### Shintaro!

Taxi School  
Trial, The  
Who Do You Think You Are? (Series 2)

#### **Documentary**

About Men  
About Women  
Alter Ego  
Angels In New York  
Are You My Mother?  
Bipolar Bears, The  
Choir, The  
Community Cop  
Death of the Megabeasts  
Destination Australia: A Family Divided  
Destination Australia: Bittersweet Freedom  
Destination Australia: Bridge Between Two Worlds  
Destination Australia: The Graduate From Sudan  
Disable Bodied Sailors  
Embedded With Nationalists  
Embedded With the Murri Mob  
Every Family's Nightmare  
Honeybee Blues  
In My Father's Country  
Journos  
Ko Ho Nas  
Lani's Story  
Last Chance Saloon  
Law and Disorder  
Liberal Rule  
Mayor, the Artist, the Farmer and His Wife, The  
Naked Lentil, The  
Once Bitten

#### **Entertainment**

ADbc  
Costa's Garden Odyssey (Series 1)  
Costa's Garden Odyssey (Series 2)  
Dave In The Life  
Demetri's Castle  
Ethnic Business Awards 2009  
Eurovision A-Z  
Feast Greece  
Food Investigators  
Gourmet Farmer  
Italian Food Safari  
Kodak Inside Film Awards 2009  
Luke Nguyen's Vietnam  
My Family Feast  
Nest, The  
Oz Concert 2010  
Rockwiz (Series 7)  
Santo, Sam and Ed's Cup Fever  
So Frenchy, So Chic  
Squiz, The  
Tetsuya's Pursuit of Excellence

#### **Features**

Not Quite Hollywood

#### **Short Films / Fillers**

ADbc Bitesize  
Monster Auditions

## **Appendix 13**

### **Indigenous programs commissioned 2009/10**

#### **Documentary**

*The Tall Man* (1½hrs)  
Based on Chloe Hooper's Walkley Award-winning book, *The Tall Man* is about the death of Cameron Doomadgee while in police custody and the subsequent trial of Senior Sergeant Chris Hurley.

## **Appendix 14**

### **SBS-commissioned Indigenous programs broadcast (first run) 2009/10\***

#### **Documentary**

Embedded With the Murri Mob  
Lani's Story  
Outback Healers and Heroines  
Strong and Deadly

#### **Drama**

Circuit, The (Series 2)  
East West 101 (Series 2)

\*Includes productions involving Aboriginal and Torres Strait Islander personnel, and productions with Indigenous Australian content.

## Appendix 15

### SBS analogue television – areas served

| Area Served                         | Channel | Area Served             | Channel |
|-------------------------------------|---------|-------------------------|---------|
| <b>Australian Capital Territory</b> |         |                         |         |
| Canberra                            | 28      | Drake*                  | 56      |
| Conder*                             | 52      | Dubbo                   | 54      |
| Fraser                              | 53      | Dungog                  | 42      |
| Tuggeranong                         | 54      | Eden                    | 69      |
| Weston Creek / Woden                | 58      | Elizabeth Beach*        | 60      |
| <b>New South Wales</b>              |         |                         |         |
| Adelong*                            | 55      | Emmaville               | 52      |
| Albury North                        | 53      | Eugowra*                | 67      |
| Armidale                            | 30      | Forster*                | 41      |
| Armidale North*                     | 61      | Glen Davis*             | 45      |
| Ashford                             | 54      | Glen Innes              | 53      |
| Balranald*                          | 45      | Glengarry & Grawin*     | 61      |
| Batemans Bay / Moruya               | 55      | Gloucester              | 30      |
| Bathurst                            | 46      | Goodooga*               | 69      |
| Batlow*                             | 56      | Gosford                 | 58      |
| Bega                                | 43      | Goulburn                | 58      |
| Berridale*                          | 36      | Grafton / Kempsey       | 28      |
| Berry*                              | 55      | Gunning*                | 67      |
| Bolivia*                            | 34      | Hartley*                | 39      |
| Bonny Hills*                        | 58      | Hay                     | 60      |
| Booral*                             | 59      | Hillston*               | 59      |
| Bouddi                              | 64      | Illawarra               | 53      |
| Bourke Town*                        | 57      | Inverell                | 50      |
| Bowral / Mittagong                  | 30      | Jerilderie              | 59      |
| Braidwood                           | 54      | Jindabyne               | 69      |
| Brewarrina*                         | 69      | Junee*                  | 55      |
| Broken Hill                         | 44      | Kandos*                 | 57      |
| Burra Creek*                        | 67      | Kangaroo Valley*        | 55      |
| Byron Bay*                          | 55      | Khancoban*              | 57      |
| Capertee*                           | 64      | Kings Cross             | 58      |
| Captains Flat*                      | 52      | Kotara                  | 55      |
| Central Tablelands                  | 30      | Laurieton               | 56      |
| Central Western Slopes              | 29      | Lismore East*           | 53      |
| Cobar                               | 12      | Lithgow                 | 29      |
| Coffs Harbour                       | 69      | Lithgow East            | 52      |
| Condobolin                          | 56      | Long Flat*              | 58      |
| Coolah                              | 53      | Lord Howe Island North* | 7       |
| Cooma Town                          | 53      | Lord Howe Island South* | 6       |
| Cootamundra*                        | 56      | Maclean / Ashby*        | 55      |
| Cowra                               | 45      | Manly / Mosman          | 39      |
| Darbys Falls*                       | 55      | Manning River           | 59      |
| Deniliquin                          | 69      | Mannus*                 | 55      |
|                                     |         | Megalong*               | 52      |
|                                     |         | Merewether              | 32      |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served                    | Channel | Area Served                | Channel |  |  |
|--------------------------------|---------|----------------------------|---------|--|--|
| <b>New South Wales (Cont.)</b> |         |                            |         |  |  |
| Mount George*                  | 60      | Urbenville*                | 55      |  |  |
| Mount Kembla*                  | 33      | Vacy                       | 28      |  |  |
| Mudgee                         | 58      | Wagga Wagga                | 53      |  |  |
| Mudgee Town*                   | 57      | Warialda / Gravesend*      | 64      |  |  |
| Mullumbimby Creek*             | 30      | Wellington*                | 53      |  |  |
| Murrumbidgee Irrigation Area   | 28      | Wollongong                 | 32      |  |  |
| Murwillumbah                   | 57      | Woronora*                  | 58      |  |  |
| Narooma                        | 47      | Wyalong                    | 55      |  |  |
| Narrandera*                    | 62      | Wyangala*                  | 59      |  |  |
| Newcastle                      | 45      | Wyong                      | 39      |  |  |
| Nowra North                    | 29      | Young                      | 58      |  |  |
| Nundle*                        | 59      | <b>Northern Territory</b>  |         |  |  |
| Nymagee*                       | 69      | Adelaide River / Coomalie* |         |  |  |
| Oberon*                        | 54      | Ali Curung*                | 62      |  |  |
| Ocean Shores                   | 68      | Alice Springs              | 60      |  |  |
| Orange (Rosewood)*             | 61      | Alice Springs North*       | 28      |  |  |
| Patonga*                       | 58      | Ampilatwatja*              | 60      |  |  |
| Peak Hill*                     | 67      | Angurugu*                  | 58      |  |  |
| Portland Town*                 | 52      | Areyonga*                  | 64      |  |  |
| Portland / Wallerawang         | 54      | Barunga*                   | 69      |  |  |
| Richmond / Tweed               | 41      | Batchelor*                 | 57      |  |  |
| Smiths Lake*                   | 58      | Bathurst Island*           | 54      |  |  |
| Stanwell Park                  | 48      | Beswick*                   | 63      |  |  |
| Stroud*                        | 60      | Bickerton Island*          | 63      |  |  |
| SW Slopes / E Riverina         | 29      | Borroloola*                | 63      |  |  |
| Sydney                         | 28      | Brunette Downs*            | 11      |  |  |
| Sydney                         | 28      | Cooinda*                   | 65      |  |  |
| Talbingo*                      | 55      | Daly River*                | 42      |  |  |
| Tamworth                       | 52      | Darwin                     | 61      |  |  |
| Telegraph Point*               | 58      | Darwin North               | 28      |  |  |
| Tenterfield                    | 54      | Docker River*              | 61      |  |  |
| Thredbo                        | 31      | Douglas Daly*              | 57      |  |  |
| Tottenham*                     | 60      | East Alligator*            | 60      |  |  |
| Tullamore*                     | 67      | Elliott*                   | 56      |  |  |
| Tullibigeal*                   | 60      | Engawala*                  | 61      |  |  |
| Tumbarumba*                    | 57      | Galiwinku*                 | 60      |  |  |
| Tumut                          | 54      | Gapuwiyak*                 | 63      |  |  |
| Tweed Heads                    | 28      | Groote Eylandt*            | 60      |  |  |
| Ulladulla                      | 30      | Haasts Bluff*              | 43      |  |  |
| Upper Hunter                   | 65      | Harts Range*               | 54      |  |  |
| Upper Namoi                    | 28      | Imangara*                  | 60      |  |  |
| Uralla*                        | 50      | Imanpa*                    | 60      |  |  |
|                                |         | Jabiru*                    | 57      |  |  |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served                       | Channel | Area Served         | Channel |
|-----------------------------------|---------|---------------------|---------|
| <b>Northern Territory (Cont.)</b> |         |                     |         |
| Katherine                         | 58      | Aurukun*            | 63      |
| Kintore*                          | 60      | Ayr                 | 57      |
| Knocker Bay*                      | 61      | Ayton*              | 59      |
| Lajamanu*                         | 60      | Babinda             | 45      |
| Lake Nash*                        | 60      | Ballera*            | 53      |
| Laramba*                          | 59      | Bamaga*             | 63      |
| Maningrida*                       | 60      | Bancroft*           | 58      |
| Mataranka*                        | 62      | Barcaldine*         | 60      |
| Maxwell Creek Forestry HQ*        | 56      | Bedourie*           | 69      |
| Milingimbi*                       | 62      | Bell                | 53      |
| Minjilang*                        | 57      | Birdsville*         | 69      |
| Mount Liebig*                     | 60      | Blackall*           | 63      |
| Ngukurr*                          | 60      | Blackwater          | 43      |
| Nhulunbuy                         | 55      | Bollon*             | 63      |
| Nyirripi*                         | 63      | Boonah              | 54      |
| Palumpa*                          | 60      | Boulia*             | 63      |
| Papunya*                          | 56      | Bowen               | 48      |
| Pine Creek*                       | 69      | Bowen Town          | 29      |
| Port Bremner*                     | 59      | Boyne Island        | 54      |
| Santa Teresa*                     | 59      | Brisbane            | 28      |
| Tennant Creek                     | 58      | Burketown*          | 60      |
| Timber Creek*                     | 60      | Byfield*            | 53      |
| Tindal*                           | 56      | Cairns              | 30      |
| Uluru*                            | 60      | Cairns East         | 35      |
| Umbakumba*                        | 59      | Cairns North        | 53      |
| Warruwi*                          | 57      | Camooweal*          | 63      |
| Willowra*                         | 60      | Canungra*           | 57      |
| Wilora*                           | 60      | Cape Flattery Mine* | 60      |
| Wudykapildiya*                    | 60      | Capella             | 29      |
| Yarralin*                         | 60      | Cardwell*           | 57      |
| Yirrkala*                         | 63      | Carmila*            | 56      |
| Yuelamu*                          | 59      | Charleville         | 7       |
| Yuendumu*                         | 58      | Charters Towers     | 62      |
| <b>Queensland</b>                 |         |                     |         |
| Agnes Water*                      | 53      | Chillagoe*          | 60      |
| Airlie Beach                      | 34      | Clairview*          | 60      |
| Alligator Creek*                  | 55      | Clermont            | 56      |
| Alpha*                            | 57      | Cloncurry*          | 60      |
| Anakie*                           | 56      | Coen*               | 63      |
| Aramac*                           | 33      | Collinsville        | 52      |
| Atherton                          | 56      | Conondale*          | 54      |
| Augathella*                       | 6       | Cooktown*           | 54      |
|                                   |         | Cracow*             | 59      |
|                                   |         | Crows Nest*         | 55      |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served                  | Channel | Area Served            | Channel |
|------------------------------|---------|------------------------|---------|
| <b>Queensland (Cont.)</b>    |         |                        |         |
| Croydon*                     | 6       | Karumba*               | 69      |
| Cunnamulla*                  | 62      | Kelso*                 | 56      |
| Currimbin                    | 48      | Kooralbyn*             | 59      |
| Darling Downs                | 29      | Lakeland Roadhouse*    | 60      |
| Darnley Island*              | 63      | Little Mulgrave*       | 48      |
| Dauan Island*                | 59      | Longreach              | 54      |
| Dimbulah                     | 43      | Mabuiag Island*        | 63      |
| Dingo Beach*                 | 66      | Mackay                 | 30      |
| Dirranbandi*                 | 36      | Mareeba                | 45      |
| Doomadgee*                   | 60      | Maroon*                | 59      |
| Dysart                       | 60      | Middlemount            | 48      |
| Eidsvold*                    | 54      | Miriam Vale / Bororen* | 58      |
| Einsleigh*                   | 60      | Mission Beach          | 62      |
| Eloise Mine*                 | 69      | Monto                  | 53      |
| Emerald                      | 58      | Moonford*              | 52      |
| Eromanga*                    | 63      | Moranbah               | 49      |
| Esk                          | 52      | Moranbah Town          | 67      |
| Eulo*                        | 63      | Morven*                | 63      |
| Flame Tree & Jubilee Pocket* | 66      | Mossman                | 29      |
| Forsayth*                    | 62      | Mount Alford*          | 67      |
| Georgetown*                  | 63      | Mount Isa              | 29      |
| Gladstone East               | 29      | Mount Morgan*          | 68      |
| Gladstone West               | 52      | Mount Surprise*        | 61      |
| Gold Coast                   | 61      | Muttaburra*            | 56      |
| Goondiwindi                  | 64      | Nambour                | 55      |
| Gordonvale                   | 58      | Napranum*              | 66      |
| Greenvale*                   | 66      | Nebo                   | 52      |
| Gunpowder*                   | 60      | Nelly Bay*             | 39      |
| Gympie                       | 42      | New Mapoon*            | 55      |
| Gympie Town                  | 50      | Noosa / Tewantin       | 29      |
| Herberton                    | 57      | Normanton*             | 52      |
| Hervey Bay                   | 52      | Osborne Mines*         | 57      |
| Horseshoe Bay*               | 59      | Paluma*                | 56      |
| Hughenden*                   | 69      | Pentland*              | 9A      |
| Hungerford*                  | 60      | Pormpuraaw*            | 54      |
| Ilfracombe*                  | 68      | Port Douglas           | 52      |
| Injune*                      | 62      | Proserpine             | 53      |
| Isisford*                    | 68      | Quilpie*               | 63      |
| Jackson Oil Field*           | 63      | Rathdowney*            | 37      |
| Jericho*                     | 63      | Ravenshoe              | 53      |
| Julia Creek*                 | 59      | Redlynch               | 57      |
| Jundah*                      | 63      | Richmond*              | 65      |
|                              |         | Rockhampton            | 28      |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served               | Channel | Area Served                    | Channel |  |  |
|---------------------------|---------|--------------------------------|---------|--|--|
| <b>Queensland (Cont.)</b> |         |                                |         |  |  |
| Rockhampton East          | 52      | Yorke Islands*                 | 63      |  |  |
| Roma                      | 60      | Yowah*                         | 60      |  |  |
| Rosedale*                 | 66      | <b>South Australia</b>         |         |  |  |
| Sapphire / Rubyvale*      | 43      | Adelaide                       | 28      |  |  |
| Shute Harbour             | 55      | Adelaide Foothills             | 43      |  |  |
| Smithfield Heights        | 53      | Angaston*                      | 55      |  |  |
| Somerset Dam*             | 54      | Burra*                         | 53      |  |  |
| Southern Downs            | 30      | Cape Jervis*                   | 58      |  |  |
| Speewah*                  | 58      | Caralue Bluff (Eyre Peninsula) | 62      |  |  |
| Springsure*               | 54      | Carrickalinga*                 | 52      |  |  |
| St George                 | 61      | Ceduna / Smoky Bay             | 12      |  |  |
| St Lawrence*              | 59      | Clare                          | 57      |  |  |
| Stanage Bay*              | 59      | Coober Pedy*                   | 60      |  |  |
| Stonehenge*               | 63      | Cowell                         | 58      |  |  |
| Stuart                    | 56      | Cudlee Creek*                  | 66      |  |  |
| Sunshine Coast            | 34      | Elizabeth South                | 60      |  |  |
| Surat*                    | 61      | Eudunda*                       | 69      |  |  |
| Tambo*                    | 34      | Fowler's Bay*                  | 60      |  |  |
| Texas                     | 67      | Golden Grove*                  | 53      |  |  |
| Thallon*                  | 60      | Gumeracha*                     | 53      |  |  |
| Thangool*                 | 52      | Kimba*                         | 62      |  |  |
| Thargomindah*             | 60      | Kingston SE / Robe             | 53      |  |  |
| Thursday Island*          | 11      | Leigh Creek South*             | 32      |  |  |
| Tieri                     | 56      | Lyndoch*                       | 53      |  |  |
| Tin Can Bay*              | 58      | Mannum*                        | 69      |  |  |
| Toogoolawah*              | 56      | Marion Bay*                    | 59      |  |  |
| Toowoomba                 | 53      | Marla*                         | 60      |  |  |
| Townsville                | 28      | Marree*                        | 63      |  |  |
| Townsville North          | 52      | Melrose / Wilmington*          | 62      |  |  |
| Tully                     | 58      | Mintabie*                      | 58      |  |  |
| Umagico*                  | 62      | Mount Hall*                    | 62      |  |  |
| Warwick                   | 67      | Myponga*                       | 51      |  |  |
| Weipa*                    | 56      | Naracoorte                     | 54      |  |  |
| Wide Bay                  | 30      | Normanville*                   | 54      |  |  |
| Willows*                  | 68      | Orroroo*                       | 66      |  |  |
| Windorah*                 | 63      | Penong*                        | 60      |  |  |
| Winton*                   | 54      | Peterhead*                     | 53      |  |  |
| Wyandra*                  | 63      | Poochera*                      | 63      |  |  |
| Yam Island*               | 62      | Port Lincoln                   | 54      |  |  |
| Yaraka*                   | 39      | Quorn*                         | 53      |  |  |
| Yarrabah*                 | 57      | Renmark / Loxton               | 30      |  |  |
| Yeppoon                   | 53      | Roxby Downs                    | 53      |  |  |
|                           |         | South East                     | 29      |  |  |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served                    | Channel | Area Served              | Channel |
|--------------------------------|---------|--------------------------|---------|
| <b>South Australia (Cont.)</b> |         |                          |         |
| Spencer Gulf North             | 40      | Paloona*                 | 61      |
| Streaky Bay*                   | 69      | Port Arthur*             | 53      |
| Swan Reach*                    | 69      | Queenstown / Zeehan      | 53      |
| Truro Grove*                   | 69      | Ringarooma*              | 46      |
| Tumby Bay                      | 29      | Sisters Beach*           | 57      |
| Umuwa*                         | 57      | Smithton                 | 38      |
| Victor Harbor                  | 52      | St Helens*               | 34      |
| Waikerie                       | 53      | Taroona                  | 43      |
| Wirrulla*                      | 61      | Tullah*                  | 52      |
| Woomera*                       | 28      | Ulverstone               | 53      |
| Wudinna*                       | 33      | Upper Derwent Valley*    | 55      |
| Yalata*                        | 60      | Wayatinah*               | 52      |
| Yankalilla*                    | 53      | Wynyard                  | 30      |
| <b>Tasmania</b>                |         |                          |         |
| Acton Road                     | 52      | Alexandra                | 68      |
| Barrington Valley              | 37      | Alexandra Environs       | 28      |
| Blackstone*                    | 47      | Anglesea & Aireys Inlet* | 68      |
| Burnie                         | 55      | Apollo Bay*              | 53      |
| Cygnet                         | 42      | Bairnsdale               | 54      |
| Derby*                         | 54      | Ballarat                 | 30      |
| Dover                          | 53      | Bemm River*              | 61      |
| Dover South                    | 41      | Bendigo                  | 29      |
| Eaglehawk Neck*                | 53      | Blackwood*               | 58      |
| East Devonport                 | 54      | Bonnie Doon              | 55      |
| Forth*                         | 34      | Boolarra*                | 68      |
| Geeveston                      | 54      | Bright                   | 29      |
| Gunns Plains*                  | 54      | Bruthen                  | 50      |
| Hillwood                       | 37      | Buchan*                  | 62      |
| Hobart                         | 28      | Buxton*                  | 48      |
| Hobart NE                      | 54      | Churchill                | 52      |
| Launceston                     | 53      | Cobden                   | 67      |
| Lileah                         | 53      | Colac                    | 55      |
| Lilydale                       | 54      | Dargo*                   | 54      |
| Little Swanport & District*    | 53      | Dartmouth*               | 60      |
| Maydena*                       | 43      | Eildon                   | 30      |
| Meander                        | 53      | Eildon Town              | 54      |
| Mole Creek*                    | 54      | Ensay*                   | 67      |
| NE Tasmania                    | 29      | Falls Creek*             | 68      |
| Neika / Leslie Vale*           | 53      | Ferntree Gully           | 68      |
| New Norfolk                    | 53      | Flowerdale & Hazeldene*  | 59      |
| Orford                         | 52      | Foster                   | 60      |
| Penguin                        | 34      | Freeburgh / Smoko*       | 59      |
|                                |         | Geelong (Newtown)*       | 68      |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served              | Channel | Area Served                      | Channel |
|--------------------------|---------|----------------------------------|---------|
| <b>Victoria (Cont.)</b>  |         | <b>Western Australia (Cont.)</b> |         |
| Gisborne                 | 68      | Albany West*                     | 60      |
| Goulburn Valley          | 34      | Badgingarra*                     | 59      |
| Healesville*             | 69      | Balgo*                           | 60      |
| Horsham                  | 48      | Bayulu*                          | 30      |
| Jamieson*                | 55      | Beacon*                          | 60      |
| Jeeralang*               | 66      | Beagle Bay*                      | 63      |
| Kiewa                    | 54      | Bencubbin*                       | 59      |
| Lakes Entrance           | 29      | Blackstone*                      | 60      |
| Latrobe Valley           | 34      | Boddington*                      | 62      |
| Lorne*                   | 54      | Borden*                          | 59      |
| Mansfield                | 53      | Bremer Bay*                      | 58      |
| Marysville               | 58      | Bremer Bay South*                | 60      |
| Melbourne                | 28      | Bridgetown*                      | 53      |
| Mitta Mitta*             | 65      | Broome                           | 29      |
| Monbulk*                 | 68      | Bruce Rock*                      | 69      |
| Murray Valley            | 44      | Bunbury                          | 33      |
| Murrayville*             | 66      | Burringurrah*                    | 60      |
| Myrtleford               | 59      | Carnamah*                        | 56      |
| Nhill                    | 59      | Carnarvon                        | 12      |
| Ocean Shores             | 68      | Central Agricultural             | 47      |
| Port Campbell*           | 66      | Cervantes*                       | 40      |
| Portland                 | 69      | Condongup / Howick*              | 58      |
| Rosebud*                 | 68      | Coolgardie*                      | 60      |
| Safety Beach             | 58      | Coonana*                         | 60      |
| Selby                    | 69      | Coorow*                          | 58      |
| Seymour                  | 67      | Coral Bay*                       | 59      |
| South Yarra              | 58      | Cue*                             | 60      |
| Swifts Creek*            | 65      | Dalwallinu*                      | 58      |
| Tawonga South*           | 29      | Dampier*                         | 38      |
| Tidal River*             | 55      | Denham*                          | 67      |
| Upper Murray             | 30      | Denmark*                         | 61      |
| Upwey                    | 51      | Derby                            | 59      |
| Warburton                | 58      | Djarindjin*                      | 59      |
| Warrnambool              | 55      | Dongara*                         | 58      |
| Warrnambool City         | 58      | Eneabba*                         | 40      |
| Western Victoria         | 28      | Esperance                        | 28      |
| Wye River*               | 64      | Exmouth                          | 60      |
| Yea                      | 30      | Fitzroy Crossing*                | 55      |
| Yendon / Lal Lal*        | 55      | Gairdner*                        | 59      |
| <b>Western Australia</b> |         | Gascoyne Junction*               | 63      |
| Albany                   | 40      | Geraldton                        | 29      |
|                          |         | Gnowangerup*                     | 63      |

## Appendix 15 (Cont.)

### SBS analogue television – areas served

| Area Served                      | Channel | Area Served           | Channel |
|----------------------------------|---------|-----------------------|---------|
| <b>Western Australia (Cont.)</b> |         |                       |         |
| Gracetown*                       | 58      | Moora*                | 66      |
| Green Head*                      | 42      | Mount Magnet*         | 69      |
| Halls Creek*                     | 58      | Mukinbudin*           | 37      |
| Hopetoun*                        | 59      | Mullewa*              | 57      |
| Hyden*                           | 38      | Muradup*              | 58      |
| Jameson (Mantamaru)*             | 60      | Narembeen*            | 58      |
| Jerramungup*                     | 60      | Narrogin              | 54      |
| Jigalong*                        | 63      | Newdegate*            | 57      |
| Jurien*                          | 61      | Newman                | 12      |
| Kalgoorlie                       | 28      | Norseman*             | 66      |
| Kalumburu*                       | 63      | Northam               | 53      |
| Kambalda*                        | 52      | Northampton           | 59      |
| Karakundi*                       | 62      | Northcliffe*          | 53      |
| Karratha                         | 66      | Nullagine*            | 56      |
| Karratha South*                  | 51      | Nungarin*             | 60      |
| Katanning                        | 59      | Nyabing*              | 63      |
| Kiwirrkura*                      | 60      | Ongerup*              | 61      |
| Kojonup*                         | 54      | Onslow*               | 63      |
| Kondinin*                        | 63      | Pannawonica*          | 9A      |
| Koorda*                          | 61      | Paraburdoo*           | 58      |
| Kulin*                           | 40      | Parnngurr*            | 60      |
| Kununoppin*                      | 58      | Peaceful Bay*         | 61      |
| Kununurra                        | 29      | Pemberton*            | 28      |
| Kununurra East*                  | 59      | Perth                 | 28      |
| Lake Grace*                      | 36      | Perth East*           | 46      |
| Lake Gregory*                    | 62      | Pingrup*              | 61      |
| Lake King*                       | 60      | Port Hedland          | 42      |
| Lancelin*                        | 65      | Prevelly*             | 62      |
| Laverton*                        | 60      | Punmu*                | 60      |
| Leeman*                          | 60      | Quinninup*            | 53      |
| Leonora*                         | 66      | Ravensthorpe*         | 58      |
| Looma*                           | 63      | Roebourne*            | 28      |
| Mandurah                         | 54      | Roleystone            | 54      |
| Manjimup                         | 54      | Sandstone*            | 60      |
| Marble Bar*                      | 59      | Seabird*              | 67      |
| Margaret River                   | 54      | Southern Agricultural | 28      |
| Marvel Loch*                     | 58      | Southern Cross*       | 29      |
| Maryville*                       | 53      | Tambellup*            | 61      |
| Meekatharra*                     | 60      | Telfer*               | 69      |
| Menzies*                         | 60      | Tjirrkali*            | 60      |
| Merredin*                        | 58      | Tjukurla*             | 60      |
| Monkey Mia*                      | 55      | Tjuntjuntjara*        | 60      |
|                                  |         | Tom Price             | 59      |

### Appendix 15 (Cont.)

#### SBS analogue television – areas served

| Area Served                      | Channel |
|----------------------------------|---------|
| <b>Western Australia (Cont.)</b> |         |
| Toodyay                          | 34      |
| Trayning*                        | 63      |
| Useless Loop*                    | 62      |
| Vlaming Head*                    | 65      |
| Wagin                            | 29      |
| Walpole*                         | 54      |
| Wanam*                           | 60      |
| Wandering*                       | 61      |
| Warakurna*                       | 60      |
| Warburton*                       | 60      |
| Warmun*                          | 62      |
| Warralong*                       | 69      |
| Wellstead*                       | 61      |
| Westonia*                        | 56      |
| Wickham*                         | 69      |
| Wiluna*                          | 60      |
| Wingellina*                      | 60      |
| Wongan Hills*                    | 56      |
| Wurreranginy Community*          | 12      |
| Wyndham*                         | 58      |
| Yalgoo*                          | 60      |
| Youngaleena*                     | 69      |
| Yungngora*                       | 63      |
| <b>External Territories</b>      |         |
| Norfolk Island*                  | 9       |
| Christmas Island Drumsite*       | 9       |
| Christmas Island Phosphate Hill* | 43      |
| Christmas Island Rocky Point*    | 54      |
| Cocos Islands (West Island)*     | 8       |

\* Self-help service

### Appendix 16

#### SBS digital television – areas served

| Area Served                         | Channel |
|-------------------------------------|---------|
| <b>Australian Capital Territory</b> |         |
| Canberra                            | 30      |
| Tuggeranong                         | 57      |
| Weston Creek                        | 57      |
| <b>New South Wales</b>              |         |
| Albury North                        | 29      |
| Armidale                            | 29      |
| Ashford                             | 65      |
| Batemans Bay / Moruya               | 7       |
| Bathurst                            | 9       |
| Bega                                | 32      |
| Bowral / Mittagong                  | 49      |
| Braidwood                           | 53      |
| Broken Bay                          | 34      |
| Broken Hill                         | 12      |
| Central Tablelands                  | 42      |
| Central Western Slopes              | 44      |
| Cobar                               | 11      |
| Coffs Harbour                       | 68      |
| Condobolin                          | 55      |
| Coolah                              | 52      |
| Cooma                               | 67      |
| Cowra                               | 59      |
| Deniliquin                          | 50      |
| Dubbo                               | 55      |
| Dungog                              | 61      |
| Eden                                | 68      |
| Glen Innes                          | 65      |
| Gloucester                          | 31      |
| Gosford                             | 34      |
| Goulburn                            | 59      |
| Grafton / Kempsey                   | 39      |
| Griffith MIA                        | 33      |
| Hay                                 | 61      |
| Illawarra                           | 54      |
| Inverell                            | 65      |
| Jerilderie                          | 60      |
| Jindabyne                           | 53      |
| Kings Cross                         | 34      |
| Kotara                              | 38      |
| Laurieton                           | 57      |
| Lithgow                             | 28      |

## Appendix 16 (Cont.)

### SBS digital television – areas served

| Area Served                    | Channel | Area Served                    | Channel |
|--------------------------------|---------|--------------------------------|---------|
| <b>New South Wales (Cont.)</b> |         |                                |         |
| Lithgow East                   | 67      | Bowen Town                     | 34      |
| Manly / Mosman                 | 34      | Boyne Island                   | 53      |
| Manning River                  | 9A      | Brisbane                       | 36      |
| Merewether                     | 38      | Brisbane                       | 36      |
| Merriwa*                       | 41      | Cairns                         | 29      |
| Mudgee                         | 67      | Cairns East                    | 52      |
| Murwillumbah                   | 40      | Cairns North                   | 52      |
| Narooma                        | 53      | Capella                        | 28      |
| Newcastle                      | 38      | Charleville                    | 12      |
| Nowra North                    | 63      | Charters Towers                | 40      |
| Port Stephens                  | 31      | Clermont                       | 57      |
| Portland / Wallerawang         | 67      | Collinsville                   | 53      |
| Richmond / Tweed               | 40      | Currumbin                      | 36      |
| Stanwell Park                  | 49      | Darling Downs                  | 49      |
| SW Slopes / E Riverina         | 48      | Dysart                         | 61      |
| Sydney                         | 34      | Emerald                        | 57      |
| Sydney                         | 34      | Esk                            | 51      |
| Tamworth                       | 51      | Gladstone East                 | 30      |
| Tenterfield                    | 55      | Gladstone West                 | 46      |
| Thredbo                        | 30      | Gold Coast                     | 36      |
| Tumut                          | 56      | Gold Coast Southern Hinterland | 36      |
| Ulladulla                      | 31      | Goondiwindi                    | 60      |
| Upper Hunter                   | 64      | Gordonvale                     | 52      |
| Upper Namoi                    | 36      | Gympie                         | 36      |
| Vacy                           | 30      | Gympie Town                    | 36      |
| Wagga Wagga                    | 54      | Herberton                      | 55      |
| Wollongong                     | 54      | Hervey Bay                     | 53      |
| Wyong                          | 38      | Longreach                      | 11      |
| Young                          | 57      | Mackay                         | 29      |
| <b>Northern Territory</b>      |         |                                |         |
| Alice Springs                  | 6       | Mareeba                        | 52      |
| Darwin                         | 29      | Middlemount                    | 49      |
| Katherine                      | 6       | Mission Beach                  | 50      |
| <b>Queensland</b>              |         |                                |         |
| Airlie Beach                   | 28      | Monto                          | 50      |
| Atherton                       | 55      | Moranbah                       | 50      |
| Ayr                            | 56      | Moranbah Town                  | 66      |
| Babinda                        | 52      | Mossman                        | 38      |
| Bell                           | 52      | Mt Isa                         | 9A      |
| Blackwater                     | 42      | Nambour                        | 36      |
| Boonah                         | 39      | Nebo                           | 66      |
|                                |         | Noosa / Tewantin               | 36      |
|                                |         | Port Douglas                   | 66      |
|                                |         | Proserpine                     | 55      |
|                                |         | Ravenshoe                      | 52      |

## Appendix 16 (Cont.)

### SBS digital television – areas served

| Area Served               | Channel | Area Served         | Channel |
|---------------------------|---------|---------------------|---------|
| <b>Queensland (Cont.)</b> |         |                     |         |
| Redlynch                  | 58      | Dover               | 55      |
| Rockhampton               | 37      | Dover South         | 40      |
| Rockhampton East          | 54      | East Devonport      | 39      |
| Roma                      | 9A      | Geeveston           | 55      |
| Shute Harbour             | 53      | Hobart              | 9A      |
| Southern Downs            | 48      | Hobart North / East | 64      |
| Stuart                    | 51      | Launceston          | 64      |
| St George                 | 10      | Lileah              | 9A      |
| Sunshine Coast            | 36      | Lilydale            | 64      |
| Texas                     | 60      | Meander             | 47      |
| Tieri                     | 57      | NE Tasmania         | 44      |
| Toowoomba                 | 67      | New Norfolk         | 54      |
| Townsville                | 37      | Orford              | 37      |
| Townsville North          | 51      | Penguin             | 60      |
| Tully                     | 50      | Smithton            | 37      |
| Warwick                   | 53      | Taroona             | 42      |
| Wide Bay                  | 28      | Ulverstone          | 39      |
| Yeppoon                   | 54      | Wynyard             | 29      |
| <b>South Australia</b>    |         |                     |         |
| Adelaide                  | 33      | Alexandra           | 67      |
| Adelaide                  | 33      | Alexandra Environs  | 29      |
| Adelaide Foothills        | 61      | Bairnsdale          | 52      |
| Caralue Bluff             | 57      | Ballarat            | 43      |
| Clare                     | 52      | Bendigo             | 28      |
| Cowell                    | 61      | Bonnie Doon         | 29      |
| Elizabeth South           | 61      | Bright              | 28      |
| Kingston SE / Robe        | 52      | Broadford*          | 67      |
| Naracoorte                | 47      | Bruthen             | 28      |
| Port Lincoln              | 53      | Churchill           | 51      |
| Renmark / Loxton          | 40      | Cobden              | 68      |
| South East SA             | 40      | Colac               | 53      |
| Spencer Gulf North        | 41      | Eildon              | 37      |
| Tumby Bay                 | 43      | Eildon Town         | 53      |
| Victor Harbour            | 53      | Ferntree Gully      | 50      |
| Waikerie                  | 52      | Foster              | 59      |
| <b>Tasmania</b>           |         |                     |         |
| Acton Road                | 35      | Goulburn Valley     | 36      |
| Barrington Valley         | 31      | Harrietville*       | 58      |
| Burnie                    | 66      | Horsham             | 49      |
| Currie*                   | 34      | Kiewa               | 36      |
| Cygnet                    | 41      | Learmonth*          | 57      |
|                           |         | Lakes Entrance      | 58      |
|                           |         | Latrobe Valley      | 30      |

## Appendix 16 (Cont.)

### SBS digital television – areas served

| Area Served              | Channel | Area Served           | Channel |
|--------------------------|---------|-----------------------|---------|
| <b>Victoria (Cont.)</b>  |         |                       |         |
| Mansfield                | 67      | Newman                | 11      |
| Marysville               | 57      | Northam               | 58      |
| Melbourne                | 29      | Northampton           | 54      |
| Melbourne                | 29      | Perth                 | 29      |
| Mildura / Sunraysia      | 28      | Perth                 | 29      |
| Murray Valley            | 59      | Port Hedland          | 6       |
| Myrtleford               | 58      | Roleystone            | 53      |
| Nhill                    | 67      | Southern Agricultural | 29      |
| Ouyen*                   | 51      | Tom Price             | 11      |
| Portland                 | 68      | Toodyay               | 53      |
| Rosebud                  | 57      | Wagin                 | 28      |
| Safety Beach             | 57      | * Self-help service   |         |
| Selby                    | 50      |                       |         |
| Seymour                  | 66      |                       |         |
| South Yarra              | 57      |                       |         |
| Underbool*               | 69      |                       |         |
| Upper Murray             | 7       |                       |         |
| Upwey                    | 50      |                       |         |
| Warburton                | 57      |                       |         |
| Warnambool               | 53      |                       |         |
| Warnambool City          | 68      |                       |         |
| Western Victoria         | 7       |                       |         |
| Yea                      | 37      |                       |         |
| <b>Western Australia</b> |         |                       |         |
| Albany                   | 41      |                       |         |
| Broome                   | 9A      |                       |         |
| Bunbury                  | 34      |                       |         |
| Carnarvon                | 11      |                       |         |
| Central Agricultural     | 48      |                       |         |
| Esperance                | 9       |                       |         |
| Derby                    | 7       |                       |         |
| Exmouth                  | 9       |                       |         |
| Geraldton                | 42      |                       |         |
| Kalgoorlie               | 7       |                       |         |
| Karratha                 | 65      |                       |         |
| Kununnura                | 10      |                       |         |
| Manjimup                 | 55      |                       |         |
| Margaret River           | 43      |                       |         |
| Mandurah                 | 53      |                       |         |
| Morawa*                  | 40      |                       |         |
| Narrogin                 | 55      |                       |         |

## Appendix 17

### SBS analogue radio – areas served 2009/10

| Area Served                         | Channel  | Area Served                  | Channel  |  |  |
|-------------------------------------|----------|------------------------------|----------|--|--|
| <b>Australian Capital Territory</b> |          |                              |          |  |  |
| Canberra                            | 105.5 FM | Nimbin*                      | 106.3 FM |  |  |
| Canberra                            | 1440 AM  | Oberon*                      | 107.1 FM |  |  |
| <b>New South Wales</b>              |          |                              |          |  |  |
| Balranald*                          | 96.3 FM  | Parkes*                      | 101.3 FM |  |  |
| Bathurst*                           | 88.9 FM  | Port Macquarie*              | 107.7 FM |  |  |
| Batlow*                             | 92.5 FM  | Scone*                       | 107.7 FM |  |  |
| Berridale*                          | 88.3 FM  | Sydney                       | 97.7 FM  |  |  |
| Boggabilla*                         | 107.9 FM | Sydney                       | 1107 AM  |  |  |
| Bourke*                             | 98.5 FM  | Tamworth*                    | 97.1 FM  |  |  |
| Brewarrina*                         | 98.7 FM  | Temora*                      | 100.3 FM |  |  |
| Broken Hill*                        | 98.1 FM  | Tumbarumba*                  | 100.5 FM |  |  |
| Cobar*                              | 105.3 FM | Wagga Wagga*                 | 103.5 FM |  |  |
| Coolamon*                           | 106.5 FM | Walcha*                      | 107.7 FM |  |  |
| Cooma*                              | 106.5 FM | Warialda*                    | 105.3 FM |  |  |
| Coonamble*                          | 93.9 FM  | Wellington*                  | 100.7 FM |  |  |
| Cootamundra*                        | 102.9 FM | West Wyalong*                | 96.1 FM  |  |  |
| Corowa*                             | 90.9 FM  | Wollongong                   | 1485 AM  |  |  |
| Cowra*                              | 95.9 FM  | Wollongong                   | 1035 AM  |  |  |
| Deniliquin*                         | 107.3 FM | Young*                       | 98.7 FM  |  |  |
| Dubbo*                              | 100.5 FM | <b>Northern Territory</b>    |          |  |  |
| Eugowra*                            | 98.9 FM  | Darwin                       | 100.9 FM |  |  |
| Glen Innes*                         | 89.1 FM  | <b>Queensland</b>            |          |  |  |
| Gilgandra*                          | 103.7 FM | Airlie Beach/Jubilee Pocket* | 89.1 FM  |  |  |
| Griffith*                           | 92.7 FM  | Alpha*                       | 102.3 FM |  |  |
| Gulgargambone*                      | 90.3 FM  | Anakie/Sapphire*             | 103.5 FM |  |  |
| Holbrook*                           | 93.7 FM  | Ayr*                         | 96.1 FM  |  |  |
| Jerilderie*                         | 91.7 FM  | Bedourie*                    | 102.9 FM |  |  |
| Jindabyne*                          | 104.3 FM | Birdsville*                  | 104.5 FM |  |  |
| Junee*                              | 98.7 FM  | Blackall*                    | 103.1 FM |  |  |
| Lightning Ridge*                    | 94.5 FM  | Bollon*                      | 96.3 FM  |  |  |
| Lismore*                            | 98.9 FM  | Boulia*                      | 101.3 FM |  |  |
| Lithgow*                            | 106.3 FM | Brisbane                     | 93.3 FM) |  |  |
| Long Flat*                          | 107.9 FM | Cairns*                      | 90.5 FM  |  |  |
| Moama*                              | 99.7 FM  | Charters Towers*             | 93.5 FM  |  |  |
| Moree*                              | 102.1 FM | Clermont*                    | 103.7 FM |  |  |
| Merriwa*                            | 104.3 FM | Cloncurry*                   | 106.1 FM |  |  |
| Mudgee*                             | 89.9 FM  | Cunnamulla*                  | 104.5 FM |  |  |
| Mungindi*                           | 102.3 FM | Dajarra*                     | 96.5 FM  |  |  |
| Narrabri*                           | 92.1 FM  | Dingo Beach*                 | 94.5 FM  |  |  |
| Narrandera*                         | 93.5 FM  | Dirranbandi*                 | 96.3 FM  |  |  |
| Newcastle                           | 1413 AM  | Emerald*                     | 93.1 FM  |  |  |
|                                     |          | Eromanga*                    | 89.3 FM  |  |  |
|                                     |          | Eulo*                        | 104.9 FM |  |  |

## Appendix 17 (Cont.)

### SBS analogue radio – areas served 2009/10

| Area Served               | Channel  | Area Served         | Channel  |
|---------------------------|----------|---------------------|----------|
| <b>Queensland (Cont.)</b> |          |                     |          |
| Glenden*                  | 94.1 FM  | Broome*             | 91.7 FM  |
| Hughenden*                | 104.3 FM | Exmouth*            | 98.9 FM  |
| Hungerford*               | 104.5 FM | Merredin*           | 102.7 FM |
| Injune*                   | 102.7 FM | Moora*              | 103.5 FM |
| Jericho*                  | 101.7 FM | Morawa*             | 93.5 FM  |
| Jundah*                   | 97.7 FM  | Perth               | 96.9 FM  |
| Kooralbyn*                | 104.9 FM | Pingelly*           | 93.9 FM  |
| Longreach*                | 101.3 FM | Westonia*           | 101.9 FM |
| Meandarra*                | 97.9 FM  | Wongan Hills*       | 106.3 FM |
| Moranbah*                 | 92.9 FM  |                     |          |
| Mount Tamborine*          | 104.9 FM | * Self-help service |          |
| Monto*                    | 107.3 FM |                     |          |
| Moonford*                 | 90.7 FM  |                     |          |
| Nebo*                     | 94.7 FM  |                     |          |
| Proserpine*               | 90.3 FM  |                     |          |
| Quilpie*                  | 98.1 FM  |                     |          |
| Rathdowney*               | 104.1 FM |                     |          |
| Richmond*                 | 106.1 FM |                     |          |
| Shute Harbour*            | 106.9 FM |                     |          |
| Springsure*               | 99.3 FM  |                     |          |
| Stonehenge*               | 95.5 FM  |                     |          |
| Tambo*                    | 103.5 FM |                     |          |
| Tara*                     | 90.3 FM  |                     |          |
| Thallon*                  | 92.5 FM  |                     |          |
| Thargomindah*             | 102.9 FM |                     |          |
| Willows*                  | 99.7 FM  |                     |          |
| Windorah*                 | 97.9 FM  |                     |          |
| <b>South Australia</b>    |          |                     |          |
| Adelaide                  | 106.3 FM |                     |          |
| Adelaide Foothills        | 95.1 FM  |                     |          |
| Coober Pedy*              | 93.3 FM  |                     |          |
| Mintabie*                 | 105.1 FM |                     |          |
| <b>Tasmania</b>           |          |                     |          |
| Hobart                    | 105.7 FM |                     |          |
| <b>Victoria</b>           |          |                     |          |
| Melbourne                 | 93.1 FM  |                     |          |
| Melbourne                 | 1224 AM  |                     |          |
| Mildura*                  | 98.7 FM  |                     |          |
| Myrtleford*               | 97.3 FM  |                     |          |
| Wodonga*                  | 89.5 FM  |                     |          |

## Appendix 18

### SBS Television advertisers

|   |  |   |
|---|--|---|
| 20 <sup>th</sup> Century Fox                            | Australian Greens, The                         | Carlton United Breweries                                      |
| 2XU   | Australian Health Management                   | Carsales.com.au   |
| AA  | Australian Institute of Commerce & Technology  | Castrol   |
| AAC   | Australian Institute of Fitness                | Cesare Ferrara  |
| AAMI  | Australian Maritime Museum                     | Charles Darwin University                                     |
| AAO   | Australian Organ & Tissue Authority            | Chevron   |
| AAPT  | Australian Outback Spectacular                 | Chivas Regal  |
| AB Foods  | Australian Pensioners Insurance                | Citibank  |
| ACMN  | Australian Pork                                | City Farmers  |
| ACP   | Australian Super                               | City of Ballarat  |
| Adult Products at No 96                                 | Australian, The                                | City of Perth   |
| Advance International Media                             | Auto One                                       | Clever Bathrooms  |
| Advanced Hair Studio                                    | A'van Adelaide                                 | Clinical Studies  |
| Advanced Medical Institute                              | Avanti Bicycle Company                         | CMP Film & Television   |
| Age, The  | Axa  | Co As It  |
| AGL   | Bank of Queensland                             | Coca Cola   |
| AHG   | Bank SA  | Coles Supermarkets  |
| Airtime Media   | Bank West                                      | Collins Food Group  |
| Al-Ameen Enterprises                                    | Barbeques Galore                               | Colonial First State  |
| All Fec Distributors                                    | Baroque Design                                 | Commonwealth Bank   |
| All for Pets  | Bass & Equitable                               | Conci Furniture   |
| Allhomes  | Bed, Bath & Beyond                             | Commonwealth Government                                       |
| Allianz Australia Services                              | Bell City                                      | Continental Tyres   |
| ALP South Australia                                     | Bell Direct                                    | Coopers   |
| Alpha Tykes   | Berocca Performance                            | CPA Australia   |
| American Express  | Bike Exchange                                  | Creative Smiles   |
| AMP   | Bikeforce                                      | Cricket Australia   |
| Anaconda  | Bing Lee                                       | Curtin University   |
| Ancestry.com  | Bio Magnetic Therapy                           | Daikin  |
| Anchor Foods  | Blake Entertainment                            | Daily Telegraph   |
| Andrew Jones Travel                                     | Blind Factory                                  | Dainty Consolidated Entertainment                             |
| Andrew McManus Presents                                 | Blue Star Electric                             | Dairy Farmers   |
| Anthony Murrys  | BMW Australia                                  | Deagostini  |
| ANZ Bank  | Bond University                                | Demir Leather   |
| Appelbees   | Brand Tasmania                                 | Dept of Broadband, Communications & the Digital Economy (Cth) |
| Apple Computer  | Brazil Brazil                                  | Dept of Defence (Cth)   |
| Arnotts   | BT Financial                                   | Dept of Health & Aged Care (Cth)                              |
| Asian Pacific Building Corp                             | Budgie Tour                                    | Dept of Treasury (Cth)  |
| Astrazeneca   | Buena Vista International                      | Diabetes Australia  |
| Athlete's Foot  | Bunnings Warehouse                             | Diageo  |
| Audi Centre Berwick                                     | Bupa Australia Health                          | DJ Motors   |
| Aurora Energy   | Burbank Homes                                  | Don's Smallgoods  |
| Austar  | Cadbury Schweppes                              | Duo Glass   |
| Australian Capital Tourism                              | Campbell Australia                             | DV1   |
| Australian Centre for the Moving Image                  | Cancer Institute of NSW                        | Dyson Appliances  |
| Australian Chamber Orchestra                            | Canon  | Eaglemoss   |
| Australian Coal   | Captain Choice Tours                           | East Cars   |
| Australian Curriculum, Assessment & Reporting Authority | Car City                                       | East Connect  |
| Australian Fresh Food Group                             | Caravan & Camping Industries Association of SA | Edith Cowan University  |
|   |  | Electrolux  |

## Appendix 18 (Cont.)

### SBS Television advertisers

|                               |   |                               |
|-------------------------------|---|-------------------------------|
| Electronic Arts               | Hotels.com  | LBF Australia                 |
| EMI                           | Hoyts Film Distributors                           | Leighton Properties           |
| Energizer                     | Hoyts Food & Spices                               | Leimo                         |
| Ergon Energy                  | HSBC  | Lennard Promotions            |
| European Foods Wholesalers    | HVK Productions                                   | Lexus                         |
| Everton Football Club         | Hyundai   | LG Electronics                |
| Ezyline Events                | IAG   | Liberation Music              |
| Federal Group                 | IBM   | Life's Memories               |
| Fisher & Paykel               | Icon Films  | Lion Nathan                   |
| Flight Centre                 | ICWA  | Lite N Easy                   |
| Fonterra                      | IG Markets  | LJ Hooker                     |
| Ford                          | iNet  | L'Oreal                       |
| Forsight Forum                | Ikea  | Lotterywest                   |
| Foxtel Digital                | IMAR  | LVMH Perfumes & Cosmetics     |
| Fred Hollows Foundation       | Imperial Chamber                                  | Macquarie Bank                |
| Frontier Touring Company, The | Industry Super Funds                              | Madman Entertainment          |
| Fruits of Whitsunday          | ING Direct  | Malvern Star                  |
| General Mills                 | Institute Chartered Accountants                   | Mansfield Shire Council       |
| GESB                          | Insuranceline                                     | Massel                        |
| Get Up                        | Insure My Ride                                    | Mastercard                    |
| GIO                           | Intel   | Masterfoods                   |
| Glaxo Smithkline              | International Masters Publishers – Weapons of War | Mazda                         |
| Global Shop Direct            | Intralot  | McDonald's                    |
| Gold Medal Marketing          | Jaguar  | Me Bank                       |
| Goldcross                     | Jalna Dairy Foods                                 | Medecins Sans Frontieres      |
| Golden Casket Lotteries       | James Cook University                             | Medibank                      |
| Good Guys, The                | Jarvis Ford                                       | MEGT                          |
| Goodman Fielder               | Jenny Craig                                       | Members Equity                |
| Gotalk Communications         | Jetstar   | Mentally Healthy WA           |
| Gourmet Garden                | John Fairfax Publications                         | Mercedes Benz                 |
| Greater Building Society      | Johnson & Johnson                                 | Merry's Furniture             |
| Green & Blacks                | Joseph Assaf                                      | Metlink                       |
| Greenhill Springs             | Juniper Development Group                         | MGM                           |
| Griffith University           | JWH Group-Oswald Homes                            | Michael Coppel Presents       |
| Gunns Timbers                 | Kathmandu   | Millers Fashion               |
| H&R Block                     | Katies  | Millmaine Entertainment       |
| Hachette Partworks            | Kelly Country Factory                             | Minerals Council of Australia |
| Hammers Furniture Albany      | Kenzo   | Mitre 10                      |
| Hammers/Souths Furniture      | KFC   | Mitsubishi Air                |
| Harley Davidson               | Kia Motors Australia                              | Mitsubishi Motors             |
| Harvey Norman                 | King Furniture                                    | Motorex                       |
| Hasbro                        | Kitcraft Kitchens                                 | Motorola                      |
| HBF                           | Kostecki Engine Centre                            | Murdoch University            |
| Health World Ltd              | Kraft Foods                                       | Musashi                       |
| Helgas                        | Land Rover Australia                              | Musica Viva                   |
| Hepatitis Australia           | Landmark  | Myer Stores                   |
| Hocking Stuart                | Language Links                                    | Nandos                        |
| Holden                        | Lasso   | National Australia Bank       |
| Holy Family Services          | Lazy Patch  | National Foods                |
| Honda                         | LBC Australia                                     | National Gallery Victoria     |
| Hopscotch Films               |   | National Hair Institute       |

## Appendix 18 (Cont.)

### SBS Television advertisers

|   |                                       |  |
|---|---------------------------------------|--|
| National Seniors Australia                      | Pernod Ricard                         | Road Safety Australia                        |
| Natrad  | Personalised Plates Queensland        | Roadshow Films                               |
| Natural Gas                                     | Pew Institute                         | Rolex  |
| Natural Sleep                                   | Pfitzner Furniture (Nercoba)          | Roses Only                                   |
| Navigators                                      | Pfizer                                | Rositano's Furniture                         |
| Navman  | Pizza Hut                             | Roth Newton                                  |
| Necropolis Trust                                | Plan Australia                        | Roundhouse Entertainment                     |
| Nestle  | Polish Christmas Festival Inc.        | Royal Auto Club Victoria                     |
| Network Gaming                                  | Port Stephens Tourism                 | Rufus Wainwright                             |
| NIB   | Potential Films                       | Rugs a Million                               |
| Nick Scali                                      | Power Boat Race                       | SA Adelaide Festival Centre                  |
| Nike  | Precious Metals Sydney                | SA Attorney General's Dept                   |
| Nintendo Australia                              | Procter & Gamble                      | SA Clipsal 500                               |
| Nissan  | QAIHC                                 | SA Country Fire Service SA                   |
| Nivea   | Qantas                                | SA Dept of Drug & Alcohol Services           |
| Noble House                                     | Qatar Airways                         | SA Dept of Health                            |
| Nokia   | QBE                                   | SA Dept of Transport Energy & Infrastructure |
| Nowicki Carbone                                 | Queensland Newspapers                 | SA Fire & Emergency Services Commission      |
| NRMA  | Queensland Orchestra                  | SA Lotteries Commission                      |
| NRMA Motoring & Services                        | Queensland University of Technology   | SA Motor Accident Commission                 |
| NRMA Qld  | Qld Dept of Education Training Assoc. | SA Office for Recreation & Sport             |
| NSW Dept of Commerce                            | Qld Dept of Health                    | SA Office for Water Security                 |
| NSW Dept of Environment, Climate Change & Water | Qld Dept Mines & Energy               | SA Police Department                         |
| NSW Dept of Health                              | Qld Dept of Premier & Cabinet         | SA Quality Home Improvements                 |
| NSW Government Advertising Services             | Qld Motorways                         | SA Tourism Commission                        |
| NSW Lotteries                                   | Qld Performing Arts Centre            | SA Workcover Corporation                     |
| NSW National Disability Service                 | Qld Police Union                      | Sakata                                       |
| NSW Nurses Association                          | Qld Transport                         | Salvation Army                               |
| NSW Public Transport Ticketing Corp.            | Qld Water Commission                  | Sam's Warehouse                              |
| NSW RTA   | Qld Treasury                          | Samsung                                      |
| NSW Rural Fire Services                         | Quicklock Partitions                  | San Remo                                     |
| NSW Tourism                                     | RAA                                   | Santos                                       |
| O'Brien   | Rabobank                              | Savings & Loans                              |
| Officeworks                                     | RAC (WA)                              | Schepisi Communications                      |
| Open Universities                               | RACQ                                  | Schick                                       |
| Opera Australia                                 | RACT                                  | Seconds World                                |
| OPSM  | Railcorp NSW                          | SEEK   |
| Optical Superstore                              | Rams Home Loans                       | SGIC   |
| Optomeyes                                       | Real Insurance                        | SGIO   |
| Optus   | Rebel Sport                           | Shannons Insurance                           |
| Orbis Express Travel                            | Red Cross                             | Sharmill Films                               |
| Oz Breed  | Renault                               | Shukran Enterprise                           |
| Oz Design                                       | Repco                                 | Single Market Events                         |
| Pacific Harbour                                 | Repipe                                | Skoda  |
| Paramount Pictures                              | Retravision                           | SMCH   |
| Parmalat  | Reva Group Holdings                   | Smiths                                       |
| Penfold Motors                                  | Richfield Retirement House            | Snack Foods Australia                        |
| Pepsi   | Risk Free                             | Solargain                                    |
|   | Rivers Australia                      | Somfy  |
|   | Rivers Bluefire Admin Services        |  |

## **Appendix 18 (Cont.)**

### **SBS Television advertisers**

|   |   |                         |
|---|---|-------------------------|
| Sony Australia  | University of Queensland                                      | Woolworths Supermarkets |
| Sony BMG  | University of South Australia                                 | WorkCover NSW           |
| Sony Pictures Releases                                    | University of Southern Queensland                             | World Vision            |
| Specialized Bikes   | University of Tasmania  | Wrigleys                |
| Specsavers  | Upper Hunter Waterkeepers Alliance                            | Yakult                  |
| Sportsmart  | Valvoline   | You Insurance           |
| St George Bank  | Victorian Dept of Education & Early Childhood Development     |                         |
| Staynow.com   | Victorian Dept of Health                                      |                         |
| Stormfront Film   | Victorian Dept of Human Services                              |                         |
| Sun Super   | Victorian Dept of Innovation, Industry & Regional Development |                         |
| Suncorp   | Victorian Dept of Justice                                     |                         |
| Sunday Telegraph  | Victorian Dept of Premier & Cabinet                           |                         |
| Super Retrievers  | Victorian Dept of Primary Industries                          |                         |
| Supercheap Auto   | Victorian Dept of Sustainability                              |                         |
| Swisse Vitamins   | Victorian Dept of Transport                                   |                         |
| Sydney Symphony Orchestra                                 | Victorian Dept of Treasury & Finance                          |                         |
| Sydney Water  | Victorian Dept Planning & Community Development               |                         |
| T&D Trading (buy-low.com.au)                              | Victorian Government  |                         |
| TAB   | Victoria's Basement   |                         |
| TAB Sportsbet   | Victory Blinds  |                         |
| Tasmanian Dept of Infrastructure Energy                   | Village Roadshow  |                         |
| Tasmanian Council On Aids & Related Diseases Incorporated | Virgin Blue Airlines  |                         |
| Tasmanian Electoral Office                                | Virgin Mobile   |                         |
| Tasmanian Labor Party                                     | Virtual Rider HD  |                         |
| Tasplates   | Visa International  |                         |
| Tattersalls   | Visual Entertainment Group                                    |                         |
| Telstra   | Vodafone  |                         |
| Telstra Big Pond  | Volkswagen Australia  |                         |
| THQ   | Volvo   |                         |
| Time Life   | WA Cancer Council   |                         |
| Titan Sheds   | WA Dept of Commerce   |                         |
| Total Rush  | WA Dept of Education & Training                               |                         |
| Tourism India   | WA Dept of Health   |                         |
| Tourism New South Wales                                   | WA Office of Road Safety                                      |                         |
| Tourism New Zealand                                       | WA Public Transport Authority                                 |                         |
| Tourism Queensland  | WA Synergy  |                         |
| Tourism Tasmania  | WA Water Corporation  |                         |
| Toyota  | Warner Music  |                         |
| Travelex  | Warner Video  |                         |
| Triple Play   | WD Rose   |                         |
| Truenergy   | Weber Australia   |                         |
| Turner Partners Real Estate                               | Webjet  |                         |
| Ubank   | West Australian, The  |                         |
| Unilever  | Westnet   |                         |
| Universal Cultural Comms Ltd                              | Westpac   |                         |
| Universal Music   | Wilderness Society  |                         |
| Universal Pictures International                          | Wine Growers Direct   |                         |
| Universal Pictures Video                                  | Wine People   |                         |
| University of Melbourne                                   |   |                         |

## Appendix 19

### SBS Television sponsors and programs sponsored 2009/10

| Sponsored Program                            | Sponsor/s  | Sponsored Program                           | Sponsor/s                            |
|--|--|---|--------------------------------------|
| 51 Birch Street                              | Australian, The  | Cycling: Tour De Romandie 2010              | Skoda                                |
| Atomik Circus                                | Sony Picture Releases  | Cycling: Tour Down Under 2010               | Santos<br>Skoda<br>Specialized Bikes |
| Cashback                                     | Dept of Defence (Cth)  | Cycling: Tour Du Faso 2009                  | Mitre 10                             |
| City of God                                  | Brazil Brazil<br>Dept of Defence (Cth)                                 | Cycling: Tour of California 2010            | Skoda                                |
| Cold Light                                   | Frontier Touring Company, The  | Cycling: Tour of Flanders 2010              | Skoda                                |
| Cricket: The Ashes 2009 – First Test         | Carlton United Breweries<br>LG Electronics<br>QBE Insurance<br>Renault | Cycling: Tour of Qatar 2010                 | Skoda                                |
| Cricket: The Ashes 2009 – Second Test        | Carlton United Breweries<br>LG Electronics<br>QBE Insurance<br>Renault | Cycling: UCI BMX Supercross World Cup 2010  | Skoda                                |
| Cricket: The Ashes 2009 – Third Test         | Carlton United Breweries<br>QBE Insurance                              | Cycling: UCI MTB World Cup 2010             | Skoda                                |
| Cricket: The Ashes 2009 – Fourth Test        | Carlton United Breweries<br>QBE Insurance                              | Cycling: UCI Track World Championships 2010 | Skoda                                |
| Cricket: The Ashes 2009 – Fifth Test         | Carlton United Breweries<br>Cricket Australia<br>QBE Insurance         | Dance with a Serial Killer                  | Toyota                               |
| Cricket: The Ashes 2009 – Highlights         | QBE Insurance  | Dead and Breakfast                          | Sony Picture Releases                |
| Cricket: The Ashes 2009 – Session Highlights | Carlton United Breweries<br>LG Electronics<br>Renault                  | Dead Set                                    | Sony Picture Releases                |
| Cricket: One Day Series 2009                 | Australian, The<br>Carlton United Breweries<br>QBE Insurance<br>Toyota | District B13                                | Dept of Defence (Cth)                |
| Cycling: Criterium Dauphine Libere 2010      | Skoda  | Dragon Tiger Gate                           | Toyota                               |
| Cycling: Cycling Australia Events 2010       | Skoda  | Eagle, The (Series 1 – Rpt)                 | Toyota                               |
| Cycling: Fleche Wallonne 2010                | Skoda  | East West 101 (Series 1 – Rpt)              | Australian, The                      |
| Cycling: Gent-Wevelgem 2010                  | Skoda  | English Surgeon, The                        | Toyota                               |
| Cycling: Giro d'Italia 2010                  | Skoda  | Entourage (Series 1)                        | Ford<br>Telstra<br>Unilever          |
| Cycling: Liege-Bastogne-Liege 2010           | Skoda  | Entourage (Series 2)                        | Pernod Ricard                        |
| Cycling: Paris-Nice 2010                     | Skoda  | Entourage (Series 3)                        | Motorola<br>Pernod Ricard            |
| Cycling: Paris-Roubaix 2010                  | Skoda  | Everything                                  | Dept of Defence (Cth)                |
|  |  | Eye Candy                                   | Australian, The                      |
|  |  | Flight of the Conchords (Series 2)          | Pepsi                                |
|  |  | Forbidden Lie\$                             | Toyota                               |
|  |  | Fork in the Road, A (Series 1 – Rpt)        | Skoda                                |
|  |  | Fork in the Road, A (Series 5)              | Mitre 10<br>Skoda                    |

## Appendix 19 (Cont.)

### SBS Television sponsors and programs sponsored 2009/10

| Sponsored Program                            | Sponsor/s                                 | Sponsored Program                            | Sponsor/s  |
|--|---|--|--|
| Futbol Mundial 2009/2010                     | QBE Insurance                             | Night James Brown Saved Boston, The          | Rabobank   |
| Global Village 2009 Compilation              | Dept of Defence (Cth)                     | Not Quite Hollywood                          | Dept of Defence (Cth)                            |
| Global Village 2010 Compilation              | Dept of Defence (Cth)                     | Notorious Bettie Page, The                   | Dept of Defence (Cth)                            |
| Gourmet Farmer                               | Australian Pork                           | Om Shanti Om                                 | Mitre 10<br>Toyota                               |
| Hallam Foe                                   | Dept of Defence (Cth)                     | Outbreak                                     | Australian, The                                  |
| History of the Devil, The                    | Mitre 10                                  | Oz and James's Big Wine Adventure (Series 1) | Green & Blacks                                   |
| I'm a Cyborg But That's OK                   | Toyota                                    | Paris Je T'aime                              | Dept of Defence (Cth)                            |
| India Reborn                                 | Blake Entertainment                       | Passionate Apprentices, The (Series 1 – Rpt) | Mitre 10   |
| Inside the Seven Wonders of the Muslim World | Australian, The                           | Poisoned Crown, The                          | Toyota   |
| Into the Mirror                              | Carlton United Breweries<br>QBE Insurance | Prototype This (Series 1)                    | QBE Insurance                                    |
| Iron Chef, The (Series 6)                    | Australian Pork                           | Rex: A Cop's Best Friend (Series 4 – Rpt)    | Mitre 10   |
| Italian Food Safari                          | Appelbees<br>Woolworths Supermarkets      | Road to the 2010 FIFA World Cup              | Mitre 10   |
| Italian for Beginners                        | LG Electronics                            | Rockwiz (Series 4)                           | Macquarie Bank                                   |
| Kissed by Winter                             | Real Insurance                            | Rockwiz (Series 5)                           | Macquarie Bank                                   |
| Last Day of World War One, The               | Mitre 10                                  | Rockwiz (Series 6)                           | Coopers  |
| Last Voyage of the Gustloff, The             | Mitre 10                                  | Rockwiz (Series 7)                           | Coopers<br>Macquarie Bank                        |
| Lily and Lion, The                           | Toyota                                    | Severed                                      | Sony Picture Releases                            |
| Mad Men (Series 1)                           | Lion Nathan<br>Mazda                      | She-Wolf of France, The                      | Toyota   |
| Magic Blade, The                             | Carlton United Breweries<br>QBE Insurance | Shroud of Turin                              | Me Bank  |
| Man vs. Wild (Series 1)                      | Ford<br>Toyota                            | South Park (Series 11)                       | Carlton United Breweries<br>QBE Insurance        |
| Man vs. Wild (Series 2)                      | Motorola<br>Toyota                        | Speedweek 2009                               | Valvoline  |
| Man vs. Wild (Series 3)                      | Motorola                                  | Speedweek 2010                               | Dept of Defence (Cth)                            |
| Motor Sport: Dakar Rally 2010                | Volkswagen Australia                      | Stone Council, The                           | Dept of Defence (Cth)                            |
| My Family Feast                              | Appelbees<br>Green & Blacks<br>Mitre 10   | Story of My Life, The                        | Toyota   |
| Mythbusters (Series 3)                       | Mitre 10                                  | Strangled Queen, The                         | Toyota   |
| Napoli Dogs                                  | Mitre 10                                  | Tetsuya's Pursuit of Excellence              | Brand Tasmania<br>Electrolux<br>Tourism Tasmania |
| Nazi Number One: Hermann Goering             | Mitre 10                                  | Thalassa (Series 5)                          | Dept of Defence (Cth)                            |
|  |   | Thalassa (Series 5 Compilation)              | Dept of Defence (Cth)                            |
|  |   | This Is England                              | Dept of Defence (Cth)                            |
|  |   | Three Tales of Two Cities                    | Skoda  |
|  |   | Top Gear Botswana Special                    | QBE Insurance                                    |

### **Appendix 19 (Cont.)**

#### **SBS Television sponsors and programs sponsored 2009/10**

| <b>Sponsored Program</b>                            | <b>Sponsor/s</b>   |
|---|--|
| Top Gear (Series 13)                                | Ford<br>Jaguar<br>Land Rover Australia<br>Mazda<br>Shannons Insurance<br>Volvo           |
| Tour de France 2009 – Daily Updates                 | 2XU<br>Rabobank<br>Renault   |
| Tour de France 2009 – Highlights                    | 2XU<br>Avanti Bicycle Company<br>LG Electronics<br>Rabobank<br>Renault                   |
| Tour de France 2009 – Live Stages                   | 2XU<br>Avanti Bicycle Company<br>LG Electronics<br>Rabobank<br>Real Insurance<br>Renault |
| Trials of J Robert Oppenheimer, The                 | Australian, The  |
| UEFA Champions League 2009/2010 – Highlights        | Lion Nathan  |
| Venus   | Dept of Defence (Cth)  |
| Waltz With Bashir                                   | Toyota   |
| Who Do You Think You Are? Mitre 10 (Series 1 – Rpt) |  |
| Who Do You Think You Are? Toyota (Series 4)         |  |
| Who Do You Think You Are? Me Bank (Series 5)        |  |
| Wilfred (Series 2)                                  | Lion Nathan<br>Motorola  |
| Young Victoria                                      | Australian, The  |

## **Appendix 20**

### **SBS Online Advertisers 2009/10**

|                            |                           |
|----------------------------|---------------------------|
| 2XU                        | Opera Australia           |
| Abacus                     | Perth Mint                |
| Age, The                   | Pizza Hut                 |
| Air New Zealand            | Pre-Paid Services         |
| AMP                        | Qantas                    |
| Australian Maritime Museum | Rabobank                  |
| Australian Pork            | Red Bull                  |
| Australian, The            | Renault                   |
| BRW                        | Roadshow Films Pty Ltd    |
| Bikeforce                  | Samsung                   |
| BWS                        | Santos                    |
| Cadbury Schweppes          | Skoda                     |
| Canberra Tourism           | Sony Picture Releases     |
| Castrol                    | South Africa Tourism      |
| Charles Darwin University  | SA Tourism                |
| Cisco                      | Sportingbet               |
| Coopers                    | Sydney Symphony Orchestra |
| Cricket Australia          | TAB                       |
| EA Games                   | Tourism Australia         |
| Electrolux                 | Tourism New South Wales   |
| Emirates                   | Tourism New Zealand       |
| Essential Ingredient       | Tourism Tasmania          |
| Everton Down Under         | Toyota                    |
| Dept of Defence (Cth)      | University of Queensland  |
| Dept of Justice (Victoria) | Victorian Government      |
| Frucor                     | Victorian Tourism         |
| Google                     | Virgin Blue Airlines      |
| Harvest                    | Visa International        |
| Honda                      | Visit Britain             |
| Hopedell                   | Vodafone                  |
| HSBC                       | Warner Bros               |
| Hyundai                    | Woolworths Supermarkets   |
| IBM                        |                           |
| Icon Films                 |                           |
| JB Hi-Fi                   |                           |
| Jaguar                     |                           |
| James Cook University      |                           |
| Johnnie Walker             |                           |
| Joseph Assaf               |                           |
| Kimberlee Philips          |                           |
| LG Electronics             |                           |
| Land Rover Australia       |                           |
| Lion Nathan                |                           |
| L'Oreal                    |                           |
| Malvern Star               |                           |
| McDonald's                 |                           |
| Murdoch University         |                           |
| Musashi                    |                           |
| NSW Government             |                           |
| Nike                       |                           |
| Nokia                      |                           |

## Appendix 21

### SBS Radio Advertisers 2009/10

|                                    |  |  |
|------------------------------------|--|--|
| 3 Bears Pre School                 | Channel Lanka  | Galaxy Import & Export Co                  |
| Absolute Hi Fi                     | Charley Tonna  | Gangsaewa                                  |
| Access Ed-Global                   | China Travel Service   | Gastro Medicine & Endoscopy                |
| ACL                                | Cine Productions   | General Homeloans                          |
| ACMI                               | City Rail  | Go Talk                                    |
| Advertising City                   | City Recital Hall  | Grand Continental Food                     |
| AFP                                | City West Medical Centre   | Green World Insulation                     |
| AFS Intercultural                  | Clemenger  | Guide Dogs NSW/ACT                         |
| AIA                                | Concord International Trading  | Harvey Norman Group                        |
| AIPM                               | Cong Than Noodles  | His Majesty's Theatre                      |
| All Fect Distributors              | Consumer Action Law Centre   | Hitech                                     |
| Alliance Telecom                   | Copernicus Café  | Hoa Hung Tofu                              |
| Alzheimer's Australia              | Corporate Software Australia   | Hoa Thuan Moon Cake                        |
| Alzheimers Australia Victoria      | Cory High School   | Hola Mexican Film Festival                 |
| Ambassador Coffee                  | Croatian SDA Church  | Holistic Flooring                          |
| AMES                               | Cultural Perspectives  | Hong Phat International Foods              |
| Amyson                             | Curry Masters  | HSBC                                       |
| AQIS                               | Curtains & Blinds  | Hua Kien Fat Trading                       |
| Art Gallery of NSW                 | Deli Euro  | Human Appeal International                 |
| Arts Centre Shanghai               | Dept of Health & Ageing (Cth)  | I Contact Optometrists                     |
| Attorney-General's Dept (Cth)      | Dept of Defence (Cth)  | Immigration Museum                         |
| Australia Post                     | Dept of Education, Employment & Workplace Relations (Cth)                | iTalkBB                                    |
| Australian Academy of Nursing      | Dept of the Environment, Water, Heritage & the Arts (Cth)                | Junoon ShowBiz/Cinestar Channel            |
| Australian Hearing                 | Dept of Families, Housing, Community Services & Indigenous Affairs (Cth) | Kaah Money Transfer                        |
| Australian Red Cross               | Diamondlink  | Kopernik Cafe Restaurant                   |
| Australian Tax Office              | Djuro (George) Samardzic   | Laing + Simmons Cabramatta                 |
| Austvi Crown Trading Group         | DL Business  | Law Access NSW                             |
| Ausvina International              | Dnister Ukrainian Credit Cooperative                                     | Lay Brothers                               |
| Baba Home Entertainment            | Dong Ba Restaurant   | Leba Ethnic Media                          |
| Bank of Valletta                   | Double P Insulation  | Lebara                                     |
| Bargain Health Food                | Dr Kris Tomka  | LOTE                                       |
| Barnardos                          | Duracell   | LT Building Services                       |
| Beijing Tong Ren Tang Australia    | East/West Lawyers  | Lucky Asian                                |
| Beograd Online                     | Easy Forex   | Luxor Linen                                |
| Blue Sky Media Marketing           | Education Access Australia   | Melbourne Water                            |
| Blue Star Air Conditioning         | Effective People Media   | Melie Mei Langi                            |
| Bollywood Dhamaka Inc.             | Emirates   | Mendoza Insulation                         |
| Boral                              | Encore Health  | Ming Son                                   |
| Breakaway Travel                   | Energy & Water Ombudsman NSW   | MMW Pest Control                           |
| Brimbank City Council Kindergarten | Ethio Pest Control   | MN Compensation Lawyers                    |
| Bun Bo Hue Huong                   | Everlasting Peace Funeral  | Mounties Group                             |
| Buzz Events, The                   | Five Rivers Production   | Museum Victoria                            |
| California Stars                   | FMC Events   | MV Latin Entertainment Production          |
| Cancer Council, The                | Forex Ct Capital   | My Pham                                    |
| Cancer Institute NSW               | Frank Tan  | National Bank of Greece                    |
| Canley Vale Liquor Shop            | Fusion Cruises   | Natomi                                     |
| Canterbury City Council            | Future Auto Care   | NEWS                                       |
| Casa Iberica Deli                  |  | NL Glass                                   |
| Cat Protection Society             |  | Nossal High School                         |
| Centrelink                         |  | NSW Dept of Ageing, Disability & Home Care |
| CFA                                |  |  |

## **Appendix 21 (Cont.)**

### **SBS Radio Advertisers 2009/10**

|  |  |
|--|--|
| NSW Attorney General's Dept                    | Spanish Doughnuts  |
| NSW Dept of Energy & Climate Change            | Springvale Botanical Cemetery                                  |
| NSW Dept of Health                             | St George  |
| NSW Dept of Premiers & Cabinet                 | Studylink International  |
| NSW Fire Brigades                              | Sultan Meats   |
| NSW Lotteries                                  | Surf life saving Australia                                     |
| NSW Multicultural Health Communication Service | Sydney Football festival                                       |
| NSW RTA  | Sydney Opera House   |
| Oasis Griffiths Coffee                         | Sydney Water   |
| Orbis Express                                  | Synergy & Taikoz   |
| Oriental Arts & Craft Furniture Town           | T&D Trading (Buy-Low.com.au)                                   |
| Oriental Merchant                              | Table Eight  |
| Parramatta City Council                        | Telstra Group  |
| Pendle Hill Travel                             | Temple Pho Minh  |
| Peter Warren Peugeot                           | Than Duoc Tri Cac Benh   |
| Phuoc Loc Tho Restaurant                       | Thao Nguyen Pharmacy   |
| Plumbing Industry Commission                   | Torktel  |
| Portugal Election                              | Tounami Diabtes  |
| Poseidon Exports & Consultancy                 | Treasury (Cth)   |
| Power Advertising & Marketing                  | Tri Community Exchange   |
| Pre-Paid Services                              | UBI World TV   |
| Princes Herbal Magic                           | Universal Pharmaceuticals (Wealthy Health Natural Supplements) |
| Public Trustee of NSW                          | UPC College  |
| Quang Duc Buddhist Monastery                   | University of Western Sydney                                   |
| Queenie Group Home Loans                       | Value International Travel                                     |
| Queensland Health                              | VBN Finance  |
| Real Estate House                              | Veetel   |
| Rescom   | Victorian Arts Centre  |
| Restore Hearing                                | Vic Dept of Transport  |
| Roche  | Vic Dept of Employment Education & Community Development       |
| Ron Kramer Associates                          | Vic Dept of Justice  |
| Roses Only                                     | Vic Dept of Sustainability & Environment                       |
| Roshan's Fashions                              | Vic Dept of Transport  |
| Royal International                            | Vic Meat Authority   |
| Royal International Travel                     | VicRoads   |
| S & T Graphic Design & Colour Print            | Villari Lawyers  |
| Sanam Global                                   | Vincent Vegetarian Food Trading                                |
| Sanford  | Vision Asia Pty Ltd  |
| School Start Bonus                             | Volunteer Association Inc.                                     |
| SE Water                                       | Well Herb  |
| SES  | Wirho Rice   |
| Sheila Baxter                                  | World Serbian Voice, The                                       |
| Sheila Baxter Training Centre                  | YCS Holding  |
| Shinetown Telecom                              | Yummy Garden Restaurant  |
| Silver Pearl                                   | Zenger Australia   |
| SL Media (Lanka Vision)                        |  |
| Slava's Snow Show                              |  |
| Sleep City                                     |  |
| Smart Contacts International                   |  |

## **Appendix 22**

### **Commonwealth Disability Strategy**

SBS is required to report on its performance in relation to the Commonwealth Disability Strategy under its core government role of Provider.

#### **Established mechanisms for quality improvement and assurance**

##### **SBS Codes of Practice**

The SBS Codes of Practice set out the principles and policies SBS uses to guide its programming. The following codes ensure that SBS maintains its standards in respect of its disability strategy.

- Prejudice, racism and discrimination: SBS seeks to counter attitudes of prejudice against any person on the basis of their race, ethnicity, nationality, sex, age, sexual preference, religion, disability, mental illness, or marital, parental or occupational status.
- Subtitling ... and closed captioning for people who are hearing impaired or deaf: SBS provides closed captioning for its programs in accordance with the Broadcasting Services Act 1992 and makes non-English language programming accessible through English subtitles.
- Community information: SBS allocates a limited amount of free airtime on SBS Television and SBS Radio schedules to community and charitable organisations for the broadcast of community information.
- Comments and complaints about SBS programming: sets out SBS's formal complaints handling procedures and how audience members may provide feedback to SBS.

The Codes of Practice are reviewed on a regular basis with internal and external community and stakeholder consultations. SBS's Community Advisory Committee provides input to each review.

##### **Closed captioning**

SBS through its Subtitling Unit, coordinates the provision of captioning services for people who are hearing impaired or deaf. The Subtitling Unit monitors all feedback regarding the quality of its captioning services, including open captions, in order to ensure that such services are of the best quality available in Australia. SBS, Free TV Australia and the ABC (the broadcasters) are parties to a temporary exemption from the Disability Discrimination Act 1992 granted by the Australian Human Rights Commission (Free to Air Television Captioning (No. 3) October 2008) (AHRC exemption) in respect of any possible liability arising from a complaint to Commission under the Disability Discrimination Act 1992 concerning captioning. The exemption expires on 31 December 2011.

The exemption is conditional on the broadcasters increasing levels of captioning. SBS reports to the

Commission on a quarterly basis in respect of this condition. For the period 1 January to 31 December 2009, SBS achieved an average captioning level of 86 per cent of eligible programming, exceeding the average target set for 2009 of 75 per cent of programming over the broadcast day (6am-midnight).

##### **Consultation**

SBS engages with industry bodies concerned with media access for people with disabilities, in order to continuously improve the delivery of its services.

Under the terms of the AHRC exemption SBS has joined with the commercial free-to-air broadcasters, Free TV Australia and the ABC, as well as the regional commercial free-to-air broadcasters (coordinated by Free TV Australia), to consult with representatives of deafness organisations (Deaf Australia, Deafness Forum of Australia, and Media Access Australia) to address the quality of television captioning. Broadcasters have agreed to meet with representatives from the deafness organisations on a regular basis to ensure that the constructive dialogue continues.

SBS is a media partner in the National Media Mental Health Group (NMMHG) initiative, which aims to raise awareness and improve reporting on suicide and mental health in the Australian media. SBS is on the Steering Committee for the NMMHG's Mindframe and ResponsAbility programs.

SBS continued its partnerships with the NSW Department of Ageing, Disability and Home Care, Multicultural Mental Health and the National Prescribing Service to deliver multilingual information on health and wellbeing issues during 2009/10. Topical programming on health related issues was broadcast in 20 languages including: Arabic, Cantonese, Croatian, Dari, Farsi, Greek, Italian, Khmer, Mandarin, Spanish and Vietnamese. Audio downloads and podcasts were also made available on the SBS website.

#### **Established service charter that specifies: the roles of the provider and consumer; and service standards which address accessibility for people with disabilities**

##### **SBS Charter**

The SBS Charter is set out in the Special Broadcasting Service Act 1991 and states that the principle function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society. SBS is required to provide its services to all Australians.

##### **Captioning**

SBS provides closed captioning for its programs in accordance with the Broadcasting Services Act and makes non-English language programming accessible through English subtitles.

## **Appendix 22 (Cont.)**

### **Commonwealth Disability Strategy**

#### **Web publishing guidelines**

SBS Online implements and facilitates web publishing guidelines to ensure compliance with recommended accessibility standards. Where SBS corporate documents are available in PDF they are also made available in HTML in compliance with W3C international accessibility guidelines.

#### **Contacting SBS**

People who are deaf and hearing impaired are able to contact SBS via a TTY telephone service (1800 502 828).

#### **Complaints/grievance mechanism, including access to external mechanisms, in place to address issues and concerns raised about performance.**

Code 8 'Comments and Complaints about SBS Programming' of the SBS Codes of Practice provides for comments and complaints to be submitted to SBS. Comments, informal complaints or complaints about transmission may be provided to SBS by letter, facsimile, email and telephone, including SBS's TTY telephone service. Contact details are provided in SBS's corporate publications and on the SBS website.

SBS's Office of Audience Affairs, headed by the SBS Ombudsman, undertakes an independent and objective investigation of complaints that allege a breach of the SBS Codes of Practice. Complainants are required to submit their complaint in writing, including sending the complaint to a dedicated formal complaints email address or using an online complaints form, provided on the SBS website.

SBS has a Complaints Committee to which the SBS Ombudsman or an SBS Division can refer a complaint for further consideration.

The Broadcasting Services Act provides for an external review of formal complaints through the Australian Communications and Media Authority. Complainants are advised of this process in correspondence sent to them regarding their complaint. Code 8 of the SBS Codes of Practice and the SBS website provide information to complainants about the external review process.





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